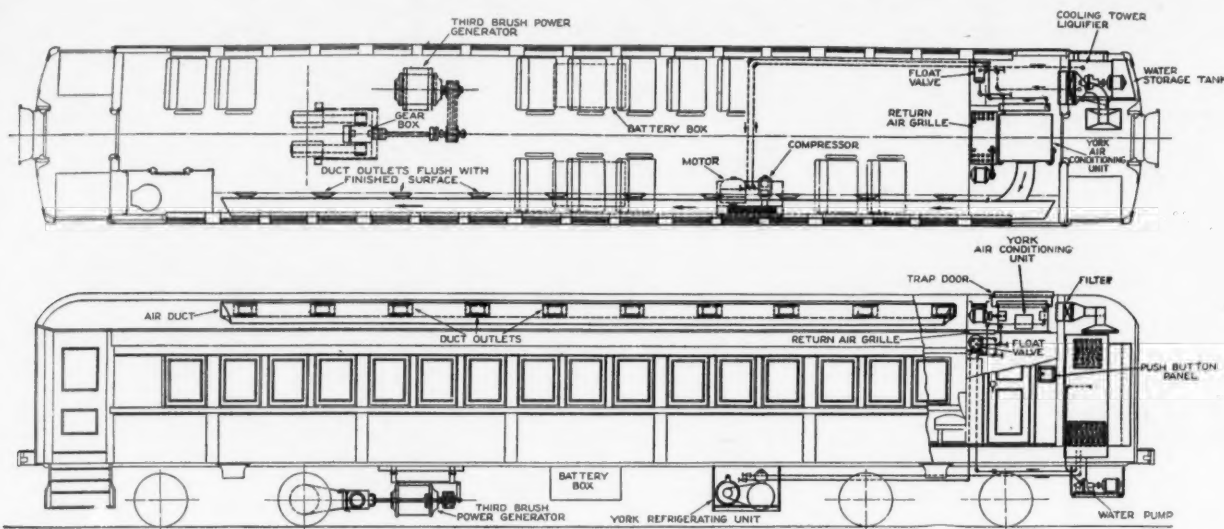
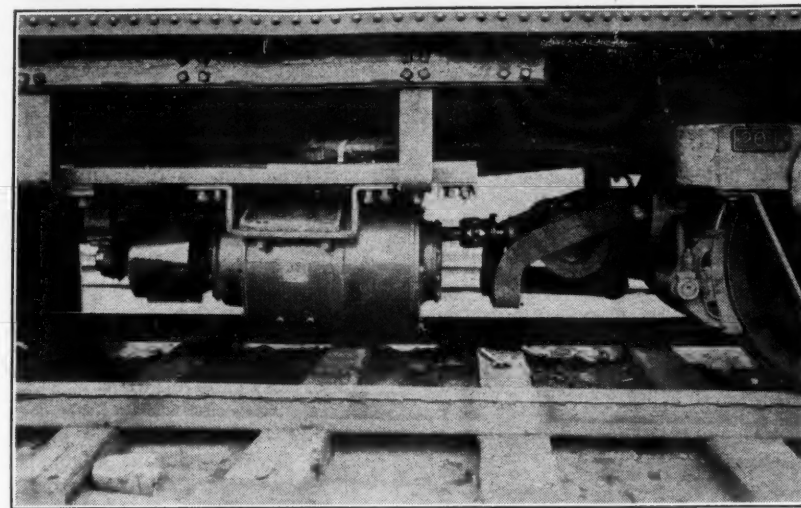


Details of York System for Conditioning B. & O. Cars



Cross-section of a B. & O. car showing the installation of York air conditioning equipment. Features of the system are F-12 and the use of storage batteries charged by an axle generator.



Close-up view of the newly-designed axle generator and drive for supplying current to the new York car cooling system.

York To Cool 78 B. & O. Railroad Cars With New All-electric System

(Concluded from Page 1, Column 4)
costs, for less than half what it costs one Pullman passenger to ride 300 miles.

The new system, like former York systems, is a self-contained unit in each car which permits flexibility of operation, independent of other cars in the train and of terminal facilities, according to the announcement. Like the earlier types, the system comprises two parts—first, the refrigerating and air conditioning equipment, and, second, the power system for supplying a constant and independent source of power.

The electric power system consists of a large axle-driven three brush generator, newly developed by engineers of the B. & O. and the York Ice Machinery Corp., and a new high capacity storage battery which replaces the present car battery and fits in a standard A. R. A. battery box.

Generator Speed Variable

The generator, similar in principle to the generator used on an automobile, operates at variable speeds. Its current output rises very sharply with a slight increase in train speed, while at a very low train speed it provides sufficient output to operate the entire air conditioning equipment. At higher speeds, excess power is stored for use in pre-cooling or when the train is standing in stations.

The generator is floated on the storage battery. Its operation is described by York engineers as follows: a gear box, containing two spiral bevel gears, is mounted on the end frame of the truck. The one gear is mounted on a shaft parallel to the car axle and driven from this axle by two large belts. It drives the second gear at right angles to it. The second gear drives a universal shaft which in turn is connected to a stub shaft mounted on the under-frame of the car. On this shaft is mounted a pulley which is belted by a series of V-belts to the generator pulley.

This combination of axle-driven generator and high capacity storage battery permits each car system to operate independent of the position of the car and regardless of whether the car is in motion. It can be adjusted to meet the requirements of any run as to period of pre-cooling, speed, length of run, stops, etc.

F-12 Used as Refrigerant

Chemically known as dichlorodifluoromethane and commonly known as F-12, Freon is the new refrigerant developed by the Kinetic Chemical Co., Inc., a subsidiary of E. I. du Pont de Nemours.

In the operation of the new all-electric system, as in the operation of earlier York systems, air is drawn from the car into the air conditioning unit beneath the ceiling at one end of the car. Here it passes over the frosted fin-surface cooling coils containing liquid F-12.

Heat and moisture are absorbed by the coils and foreign matter is removed by contact of the air with the frosted surfaces, York engineers explain. If desired the air may be mixed in the air conditioning unit with fresh air drawn through a grille in the ceiling of the vestibule and passing through a filter.

The conditioned air is discharged into a duct along one side of the car in the space usually devoted to ventilators, and from this duct it is distributed evenly over the entire length of the car, the duct outlets being so arranged with deflectors as to eliminate all drafts in the car. The air is returned to the air conditioner through the return grille and the process is repeated.

The new design of the air conditioning unit with fin-surface coils and the use of F-12 decreased space requirements and lightened the weight, per-

mitted the elimination of the brine cooler and pump and gave an increase of approximately 50 per cent in the capacity of the equipment, its designers declare.

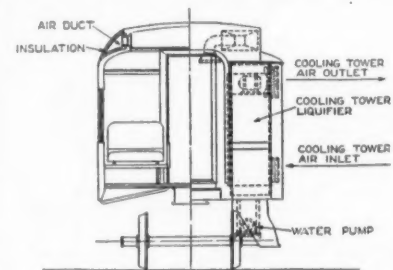
Refrigeration is provided in a closed cycle. The refrigerating unit consists primarily of a York compressor especially designed for F-12 operation, and a motor mounted with high and low pressure cut-outs, and high and low pressure gauges on a steel base beneath the car.

The refrigerant passes from the compressor in the form of vapor to the liquefying unit, which may be a cooling tower liquefier or an air cooled liquefier. The refrigerant, having been liquefied, then passes through a float regulator to the fin coils in the air conditioner after which it returns to the compressor, completing the cycle.

Cooling Tower Liquefier

The cooling tower liquefier, which takes the heat from the refrigerant and discharges it into the outside atmosphere, consists of a galvanized steel spray chamber containing the liquefying coils over which water is continuously sprayed through a series of bronze spray nozzles.

The water is kept cool continuously by the effect of evaporation caused by air being forced through the tower. Water in a collection tank at the bottom portion of the tower is kept at constant level by means of an automatic float from a make-up water tank at or near the tower.



Lateral cross-section of car.

At the top of the spray chamber eliminators are provided to remove entrained moisture from the air and return this water to the spray chamber and settling pan.

In the air-cooled liquefier, air is drawn into the chamber through a vent in the side of the car, blown over the coils by electrically driven fans and discharged at the top of the car. The type of liquefier used depends upon operating conditions since the results obtained will be the same with either type, the engineers state.

Button Control Used

Electric control panels in the control cabinet permit the operation of the entire system by button control. One button starts the air conditioning unit which may be operated without the refrigeration for spring and fall weather conditions. Another starts the refrigerating system, and a third shuts off the whole system.

There is also a hand switch, which, in the event the battery should become undercharged, will short circuit all the field resistance in the three brush generator and allow the generator to deliver full output regardless of whether the refrigerating equipment is operating.

A thermostat in the car will stop everything but the air conditioner fan when a pre-determined temperature is reached. There are also overload and low voltage relays which shut down the complete system, including the circulating fan, when undesirable conditions arise.

TWO HERMETIC UNITS ARE ADDED TO LINE

(Concluded from Page 1, Column 2)
of 3.2 cu. ft., and freezes 42 ice cubes in two trays.

Chromium-plated hardware, pyroxylin exterior finishes, one-piece porcelain interiors, and flat ribbon type shelves characterize the Servel hermetic line.

With the announcement of model SB-C water cooler, Servel engineers have adapted the Servel hermetic principle to water cooling applications.

Priced at \$250, f.o.b.

The water cooler is finished either in white or bronze, or may be supplied in olive green or mahogany at an addition of \$2 to the list price of \$250 f.o.b. factory.

It is equipped with a sanitary angle stream jet with a drip guard, and provides a storage chamber of 8-16 in. by 9-16 in. by 15-1/2 in. for cooling beverages, fruits, etc.

The hermetic water cooler is rated with a capacity of six gallons per hour, bubbler service. It stands 46-1/2 in. high, 18-1/2 in. wide, and 18-1/2 in. deep, according to the announcement.

Industrial Water Cooler

The new industrial type water cooler is designed to provide 15 gallons of water an hour, cooled from 80 to 50° F. from the sanitary guarded jet. The cabinet is built of steel, finished in grey, with the top and catch basin of porcelain.

A feature of the industrial cooler is the utilization of the refrigeration in waste water to cool incoming water before it reaches the cooling coils by a heat exchanging economizer, Servel engineers point out. Outlet water temperatures do not vary more than three degrees, the designers claim.

CHICAGO SCHOOL INCLUDES PRACTICAL SHOP TRAINING

CHICAGO—Training in electric refrigeration offered by the Utilities Engineering Institute of this city, includes not only home study, but practical service work, E. P. Sorensen, president, points out.

Training is divided into three sections, he explains. The preliminary study is accomplished in the form of lessons which the student studies at home. There are 48 of these lessons, each of which includes a set of 10 practical problems and questions which must be solved by the student and submitted to the institute for grading and constructive criticism by the engineering staff.

When half of the home study section of the training is completed, the student begins actual field service work in his community by means of job tickets furnished by the institute. This work is confined to the simpler service adjustments.

"After completing the home study section of the training, the student is assigned to a service station handling all types of equipment for two weeks of intensive practical experience under actual working conditions," Mr. Sorensen states.

He points out, however, that the practical work is optional with the student as those men who are engaged in installation and service work while training, secure the practical experience in their daily work.

The lessons are revised at regular intervals to keep abreast with changes in the design of equipment, according to Mr. Sorensen. The school is now in its sixth year, and has trained several thousand men in every state of the Union, as well as in most English-speaking foreign countries.

Servel Household Specifications

Model No.	Name	*Capacity	**Shelf Area	Ice Cubes	Height Inches	Width Inches	Depth Inches
SC-3C	Marchioness	3.2	6.7	42	47 3/4	24 3/4	24 1/4
SB-3A	Baroness	3.0	7.2	42	53 3/4	21 3/4	23 3/4
SB-4	Countess	3.8	8.3	63	53 3/4	24 3/4	24 1/4
SB-5B	Duchess	4.4	9.3	63	54 3/4	25 3/4	25 1/4
SB-7	Princess	6.3	13.6	72	62 3/4	33 3/4	26 3/4
SB-9	Empress	8.8	18.5	72	68 3/4	41 3/4	26 3/4
SB-11	Queen	10.6	21.4	96	67 3/4	45 3/4	28 3/4

*Food Storage Capacity in cubic feet, measured according to N.E.M.A.

**Shelf Area in square feet, computed according to N.E.M.A. rating.

Note: Model SB-7, SB-9, and SB-11 are provided with a tray for keeping frozen foods or ice cubes.

How Leading Manufacturers Are Improving their Cabinets

Rust-Resisting Cabinets constructed of

Superior
"Super-Metal"
PATENTED PROCESS

offer the Highest Efficiency Obtainable

The Coating affords protection against Rust! (Zinc coated.)

Under the most difficult operations of Cabinet Production the Coating will not Break or Peel.

It offers an ideal surface (a bond) for Lacquer, Air Drying or Baked Enamel.

It will retain these finishes under severe conditions of use.

Through the widespread adoption of this special coated sheet metal, cabinet manufacturers have brought about a basic improvement.

The **Superior Sheet Steel Company**
Canton, Ohio

Division of Continental Steel Corporation,
Kokomo, Ind. Operating Plants at Kokomo, Ind., Indianapolis, Ind., Canton, Ohio.

Superior
Galvannealed
PATENTED PROCESS

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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TEN CENTS PER COPY
THREE DOLLARS PER YEAR

GENERAL MOTORS WILL SHOW LINES IN 55 BIG CITIES

**Frigidaire Equipment
To Be Included in
Displays**

By Gertrude Stanton

DETROIT, March 30.—Exhibits of 11 different divisions of General Motors products will open their doors in 55 outstanding cities throughout the country at 2:30 Saturday afternoon to be on display through next week. Admission is free.

Frigidaire Corp., Cadillac Motor Car Co., Buick Motor Co., Olds Motor Works, Oakland Motor Car Co., Chevrolet Motor Co., Delco Appliance Co., A. C. Spark Plug Co., Fisher Body Corp., General Motors Acceptance Corp., and General Motors Truck Co. will have exhibits.

More than 2,700 cars and trucks, 900 Frigidaires, approximately 220 desk fans and 165 vacuum cleaners, 110 Delco lighting plants and water pumps, 55 Delco radios, and five of the A C products in each exhibit will be on display in all. A special exhibit of the Fisher Body Craftsman's Guild will be in each show.

In announcing the exhibits, Alfred P. Sloan, president of General Motors, said they had been developed as an attack upon existing psychology—the prevailing attitude of waiting for something to happen before anything is done.

"As long as this attitude of mind prevails," he said, "we are bound to go downward. When it changes, we are bound to start upward."

"There are too many who can afford to buy but who lack confidence or believe it to be the thing not to do. There are also too many who have in mind doing something constructive but are waiting to do it sometime later."

Approximately 2,000 of the largest and strongest General Motors dealers are located in the metropolitan areas of the country.

(Concluded on Page 2, Column 4)

FRIGIDAIRE CONTINUES SERIES OF MEETINGS

DETROIT—Three hundred men of the Frigidaire dealer organizations in the Detroit and Jackson, Mich., areas heard C. E. Wilson, vice president of General Motors Corp., endorse the Frigidaire 1932 sales plan last night at a banquet which closed a spring rally.

H. J. Walker, Jr., manager of Frigidaire Sales Corp., Detroit district, was in charge of the sessions of the rally.

H. W. Newell, vice president in charge of sales of Frigidaire Corp., explained to the dealers the plans in the 1932 sales platform, elaborating on the talking picture through which he had addressed them during the afternoon session.

Other speakers at the banquet included—

(Concluded on Page 19, Column 3)

'BANNER SALES MONTH' ON APRIL BUREAU PROGRAM

NEW YORK CITY—Prospects unearthed during March, designated as Ten Million Call Month by the Electric Refrigeration Bureau, will be expected to yield 200,000 sales in May, which will be called "Banner Sales Month," the bureau points out.

The quota set for May is 20 per cent of the entire year's quota, and exceeds ordinary May placements by about 20 per cent.

National magazine advertising of the Bureau and the manufacturers is concentrated from the middle of April to the end of May, according to present plans.

GARD NAMED BUCKEYE EXPORT MANAGER

MANSFIELD, Ohio.—The appointment of Royal L. Gard as export manager for the Buckeye Refrigerator division of Domestic Industries, Inc., is announced by Ross H. Wilson, general sales manager of the division.

Mr. Gard has just completed a trip through Central and South American countries.

Promoted



ARTHUR O. DIETZ
President of New York subsidiaries
of C. I. T., Inc.

DIETZ, COLLINS ARE PROMOTED BY C. I. T.

NEW YORK CITY—Elections of Arthur O. Dietz as president of Commercial Investment Trust, Inc., and C. I. T. Corp., New York, and of Frank W. Collins as president of Mercantile Acceptance Co. and C. I. T. Corp., Chicago, have been announced by Henry Ittleson, president of Commercial Investment Trust Corp., of which the former organizations are operating subsidiaries.

Mr. Ittleson has been heretofore the president of these operating companies, and has been elected chairman of the board of directors.

Mr. Dietz was executive vice president in charge of operations of the two companies at the time of his appointment.

Mr. Collins has been executive vice president in charge of operations of the Chicago companies for the last three years.

BURRITT DISCUSSES 1932 COMMERCIAL PROGRAM

NEW YORK CITY—"The \$150,000 Commercial Program" was the subject of a talk by H. W. Burritt, vice president of Kelvinator Corp., before 359 dealers at the New York branch convention in the Hotel Astor, recently.

FIRST COPIES OF 1932 DIRECTORY PLACED IN MAIL

**Statistical Information
On Refrigeration
Featured**

By John Drittler

DETROIT—The 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK made its official appearance Tuesday, when the first 1,000 copies completed by the bindery were placed in the mails for immediate delivery. Distribution will continue at a rapid pace, so that all advance orders will be filled this week.

One of the attractive features of the 1932 DIRECTORY is the arrangement of material for quick reference by readers. This is done by means of special sections, printed on colored paper. Many weeks of work were required on the part of a special staff, gathering and arranging the material presented in the book.

The 1932 DIRECTORY is a cloth-bound book of 470 pages, and is approximately 6x9 in. in size. The table of contents reveals to the reader that it contains considerable new and valuable statistical information on the refrigeration industry and its markets. Also complete information regarding sources of supply for all refrigeration products.

In the lead-off position, there appears a 14-page article by George F. Taubeneck, editor of ELECTRIC REFRIGERATION NEWS and REFRIGERATED FOOD NEWS, in which he discusses important developments which have taken place in the refrigeration industry during the last few years.

Then follows complete information about the Electric Refrigeration Bureau

(Concluded on Page 4, Column 5)

February Norge Sales Gain 200%

DETROIT—A 200 per cent increase in February, 1932, as compared with the same month in 1931, is announced for Norge Corp. by Major Howard E. Blood, president of the corporation.

This is the fourteenth consecutive month in which Norge has shown a steady and consistent increase as compared with each month of the previous year, he stated.

Steps Up



MAJOR HOWARD E. BLOOD
Norge president elected Borg-Warner first vice president.

CHICAGO ICE CO. SUIT HEARING NEARS END

By John T. Schaefer

CHICAGO—Testimony of both plaintiff and defendant is nearly finished here in the suit of six Chicago ice companies brought against the City of Chicago to revise the Chicago Refrigeration Code.

The most recent witness to testify in behalf of the defendant was H. R. Van Deventer, refrigeration engineer of New York City, who appeared last Friday before Master Roswell B. Mason who is hearing the case for Judge Phillip Sullivan of the Circuit Court of Cook County.

Because of its value as a fundamental explanation of the operation of household refrigerating machines, the testimony of Mr. Van Deventer will be published in detail in the next issue of the Engineering Section of the News.

Suit was originally filed in February of last year, the plaintiff contending that the Chicago code is discriminatory, arbitrary, unreasonable, and consequently void, according to William Wermuth, attorney for the city. It claims that fees charged for inspection of ice manufacturing plants are excessive as compared with the inspection fee for small commercial installations, and also that household installations should be in-

(Concluded on Page 4, Column 1)

BLOOD CAPTURES VICE PRESIDENCY OF BORG-WARNER

**Norge President Wins
Recognition on
1931 Record**

CHICAGO—Major Howard E. Blood was elected first vice president of Borg-Warner Corp. at a meeting of directors here, Friday, Mar. 25. Mr. Blood is president and general manager of Norge Corp., Detroit, the refrigeration division of Borg-Warner, among whose 11 other subsidiaries are manufacturers of precision parts and automotive equipment. This appointment is looked upon as recognition of his success in 1931 during which Norge sales showed the greatest increase in the refrigeration industry.

The electric refrigeration industry is one of the very few to show consistent sales improvement during the depression. Total gains for the industry during 1931 are reported as 115,000 units and \$15,220,000. Compared with this, Norge registered gains of 52,000 units and \$10,000,000.

"Norge represents 50 per cent of the total gain in units and 67 per cent of the total increase in dollars for the industry," declares Major Blood.

Mr. Blood is also president of Detroit Gear & Machine Co., another Borg-Warner subsidiary, and one of the largest manufacturers of transmissions and free wheeling. A complete story of his life appeared in the "Expansion Valve" page of the Nov. 11 issue of ELECTRIC REFRIGERATION NEWS.

"The American family today wants just as many things as it ever did," said Mr. Blood. "The public can still find a way to pay for that convenience which it sufficiently desires, as is proved by

(Concluded on Page 4, Column 4)

CONDITIONING GROUP MAY FORM INSTITUTE

NEW YORK CITY—Preliminary plans for the organization of a permanent Institute of Air Conditioning were submitted to representatives of four major companies, already active in air conditioning production, last Friday afternoon at a meeting held in the Park Central Hotel at the instigation of J. J. Apatow, advertising and sales promotion executive.

The purpose of this institute will be to provide a central organization through which the leading manufacturers and distributors of air conditioning equipment will be able to establish recognized standards for the field, as a protection to customers. This institute will further act as an agency for the education of the trade and the consumer to the possibilities of air conditioning in

(Concluded on Page 2, Column 1)

ELECTROCHEF ANNOUNCES LINE OF BUFFET RANGES

DETROIT, March 28.—A new line of buffet type ranges known as "The Waldorf" has been announced by A. H. Jaeger, sales manager of Electromaster, Inc., maker of Electrochef ranges. Models will be ready for shipment April 1.

"The Waldorf" is originated to meet 1932 economy-buying demands, according to Mr. Jaeger, and is a lower-priced product than the Electrochef line.

There are two models: K-24, with four surface elements, is priced just in excess of \$100 retail (list); and K-23, with three surface elements, but otherwise identical with the K-24, and priced to sell just under \$100 retail (list).

BRAID ELECTRIC CO. NAMED MAJESTIC DISTRIBUTOR

NASHVILLE, Ky., March 30.—The Braid Electric Co., operating in Nashville for the last 53 years, has become distributor in middle Tennessee and southern Kentucky for Majestic refrigerators and radio products.

The company has handled radios since the introduction of factory-built home receiving sets and has carried refrigerators during the last two years.

'Closing'—Talking Picture Method



Methods of closing household sales on the visit of the prospects to the showroom are demonstrated in the current Frigidaire talking picture being shown at sales conventions.

CONDITIONING GROUP MAY FORM INSTITUTE

(Concluded from Page 1, Column 5)

both the industrial and domestic field, according to Mr. Apatow.

Initial steps in the educational phase of the work of the proposed institute will probably be taken this May, in connection with the Exhibition of Home Modernization to be held at the Park Central Hotel, at which it is Mr. Apatow's plan to conduct a demonstration of air conditioning equipment.

Invitations to participate in this exhibition, one of the features of which will be a series of lectures on domestic air conditioning, have already been mailed to the leading companies in the field, and this plan is now being taken under advisement by representatives of General Motors, Westinghouse, General Electric and The Holland Furnace Co., Mr. Apatow states, although no official action has yet been taken by any of these concerns.

Mr. Apatow, under whose direction the Institute of Air Conditioning is being organized, has been active as an advertising and sales promotion executive for the past 25 years. He is temporary chairman of the Home Modernization Educational Campaign Committee, sponsor of the proposed exhibition at the Park Central Hotel, New York, which is scheduled to include an air conditioning demonstration when it is opened to the public this May, and has been connected in an advertising capacity with such recognized firms as Sears, Roebuck & Co., George Batten Co., and the Alexander Hamilton Institute.

British Refrigeration Manufacturers

List of British Refrigerating Machinery Manufacturers

A. S. Refrigerating Machines, Ltd., Magnet House, Kingsway, London W C 2.
Robert Bobby, Ltd., St. Andrews Works, Bury St. Edmunds, Suffolk.
British Automatic Refrigerators, Ltd., Eccleston Court, London S W 1.
British Electric Refrigerator Co., Ltd., Crown House, Aldwych, London W C 2.
British Ever-Cold 1928, Ltd., 6 Regent St., London S W 1.
Peter Brotherhood, Ltd., Peterborough.
Burnard's Dairy Equipment, Ltd., 31-33 Bond St., Vauxhall, London S W 8.
Campbell & Isherwood, Ltd., Rayleigh St. Works, Liverpool.
Crowthorn Engineering Co., Ltd., Ashton-under-Lyne.
Douane Refrigerating Co., 8-10 Ridgmount St., London W C 1.
W. Douglas & Sons, Ltd., Douglas Wharf, Putney, London S W 15.
Economic Refrigerating Co., Hyde Road, West Gorton, Manchester.
Electrolux, Ltd., 153-55 Regent St., London W 1.
A. G. Enock & Co., Ltd., Abbey Works, Cumberland Ave., Park Royal, London.
Evercold Refrigerating Co., Ltd., Brooklyn, 4 Clarendon Road, Whalley Range, Manchester.
Farrington Works & H. Pontifex & Sons, Ltd., Pontifex House, Shoe Lane, London E C 4, and Farrington Works, Tyseley, Birmingham.
Freezone, Ltd., 839 Harrow Road, Willesden Junction, London N W 10.
Frost Bros. (Derby), Ltd., Duke St., Derby.
Graham Enock Mfg. Co., Ltd., Margaret St. Works, Windus Road, London N 16.
J. & E. Hall, Ltd., Dartford Ironworks, Kent.
Haslam & Newton, Ltd., Union Foundry, Derby, and Imperial Buildings, 56 Kingsway, London W C 2.
Koldah Cooling Machines, Ltd., 58 Buck-

ingham Palace Road, London S W 1.
Lee, Howl & Co., Ltd., Tipton, Staffs.
The Lightfoot Refrigeration Co., Ltd., Bush House (East Wing), Aldwych, London W C 2.
Liverpool Refrigeration Co., Ltd., Colonial House, Water St., Liverpool.
Marco Refrigerators (1929), Ltd., Manor Rowks, Rowan Road, Streatham Vale, London S W 16.
Pulsometer Engineering Co., Ltd., None Elm Ironworks, Reading.
Seagers, Ltd., Dartford, Kent.
L. Sterne & Co., Ltd., The Crown Ironworks, Glasgow, Scotland.
Thermofrigor, 62A Kensal Road, London W 10.
Watford Engineering Works, Ltd., Lower High St., Watford.
Wessex Refrigerating Plants, Ltd., Wells, Somerset.
Ernest West & Beynon, Ltd., 82 Belvedere Road, London S E 1.
J. H. West & Co., Ltd., Swinton House, 324 Gray's Inn Road, London W C 1.
Worsam & Ltd., Wenlock Road, City Road, London N 1.

Overseas Refrigerating Machinery Manufacturers Having Great Britain Representation

Atlas Refrigerating Machinery, Abbey House, 2 Victoria St., London S W 1.
Carrier Engineering Co., Ltd., 24 Buckingham Gate, London S W 1.
Escher Wyss & Co., Ltd., 20 Grosvenor Gardens, London S W 1.
General Electric Co., Ltd., Magnet House, Kingsway, London W C 2.
Ingersoll-Rand Co., Ltd., 165 Queen Victoria St., London E C 4.
Kelvinator, Ltd., 258 Gray's Inn Road, London W C 1.
Sulzer Bros., 31 Bedford Square, London W C 1.
York Shipley, Ltd., North Circular Road, Welsh Harp, London N W 2.

General Motors Will Show Products In 55 Big Cities

(Concluded from Page 1, Column 1)

rectly affected by the exhibits and, in addition, some 25,000 General Motors dealers will have uniform decorations for their showrooms and windows, and will benefit by the advertising and sales promotional campaigns.

Some 7,000 retail salesmen will man the exhibits.

Circulation of the various advertising media to be used in connection with the exhibits includes: radio, 50 million; newspapers, 25 million; billboards, 32 million; national publications, more than 10 million.

Announced by Radio

General Motors radio program of March 28 carried an announcement of the shows; the *Saturday Evening Post* for April 2, which went on the newsstands March 28, held a ten-page section advertising them; three half-page advertisements starting on April 1 will be run in newspapers in the show cities.

General Motors radio program for April 4 will be devoted entirely to the National Exhibits activities, and the divisional radio programs of Buick, Pontiac, Olds, Chevrolet, and Frigidaire, will carry announcements just preceding and during the shows. In addition, 24 radio spot announcements will be made from local stations in the show cities during the period.

Each show city will have a special National Exhibit billboard from March 28 to April 9.

Orchestras Will Play

The best available orchestra in each city has been hired for the show in that particular city. This orchestra will be advertised in the newspapers and spot-radio announcements, and included in the publicity.

A prize drawing, with prizes including various General Motors cars as well as a W-5 Frigidaire, a Delco vacuum cleaner and an A C kit has been arranged for each exhibit; it is expected that 10,000,000 tickets for these drawings will be distributed.

Personal invitations were mailed to all General Motors stockholders with the dividend checks of March 12. On March 21 formal engraved invitations went out to 30,000 competitive car dealers, 15,000 General Motors suppliers, 4,500 fleet users, and competitive factory officials.

Distribute Rotogravures

Eight-page rotogravure sections, numbering 1,500,000, will be distributed at the shows to advertise General Motors activities of all kinds, in addition to several million pieces of divisional hand-out literature.

Decorations and other plans for the exhibits in each city will be identical, having been sent out from General Motors headquarters. A plan book giving instructions for the putting on of the show was mailed to General Motors supervisors and local general chairmen.

Each supervisor appointed will oversee three or four shows, and direct the committees composed of a representative from each division interested in the shows, plus a representative from G.M.A.C., and General Motors Management for each city.

Decorations will consist of green and gold velvet curtains, stands of artificial flowers, and spot lights, as well as illuminated panels and placards.

'Work for Many Hands'

Depicting the spirit and slogan of the National Exhibits, "Work for Many Hands," will be two mammoth hands, 14 ft. in height, upraised and flanking the entrance of each exhibition hall.

Pictorially, each hand tells the story of the products and of the raw materials that go into General Motors products, showing that every state in the Union contributes in some way to the manufacture of the automobile and the electric refrigerator.

Cities and the halls in which the exhibits are to be held are as follows: Albany, N. Y., 10th Infantry Armory; Atlanta, Palais Peachtree; Baltimore, Carlin's Park; Billings, Mont., Auditorium; Birmingham, Ala., Municipal Auditorium.

Boston, Exhibition Hall, Boston Garden; Brooklyn, 106th Infantry Armory; Buffalo, Elmwood Music Hall; Butte, Mont., Masonic Temple Ballroom; Charleston, W. Va., Charleston Armory; Charlotte, N. C., City Auditorium; Chicago, Merchandise Mart; Cincinnati, Cincinnati Music Hall.

Cleveland, Higbee Building; Columbus, Ohio, Columbus Auditorium; Dallas, Tex., Fair Park; Davenport, Iowa, Coliseum Building; Dayton, Coliseum Building; Denver, Denver Auditorium; Des Moines, Iowa, Des Moines Coliseum; Detroit, Convention Hall.

El Paso, Tex., Liberty Hall; Grand Rapids, Mich., Grand Rapids Armory; Houston, Tex., Sam Houston Hall; Indianapolis, Fair Grounds; Jacksonville, Fla., Duval County Armory; Kansas City, Mo., Convention Hall; Los Angeles, Ambassador Auditorium; Louisville, Ky., Jefferson County Armory; Memphis, Tenn., Memphis Auditorium; Milwaukee, Milwaukee Audi-

torium; Minneapolis, Minneapolis Auditorium; Nashville, Tenn., Hippodrome; New Haven, Conn., Goffe St. Armory; New Orleans, Municipal Auditorium.

Newark, 113th Infantry Armory; New York City, Hotel Astor; Oklahoma City, Boga Ballroom; Oakland, Calif., Exposition Building; Omaha, Municipal Auditorium; Philadelphia, Convention Hall; Pittsburgh, Motor Square Garden; Portland, Ore., Portland Armory.

Rochester, N. Y., Edgerton Park Bldg.; San Antonio, Tex., St. Anthony Hotel; San Francisco, Palace of Fine Arts; Seattle, Civic Auditorium; Spokane, Wash., National Guard Armory; Springfield, Mass., Springfield Armory; St. Louis, St. Louis Arena; St. Paul, Civic Auditorium; Syracuse, 108th Infantry Armory; Toledo, Convention Hall.

Tulsa, Okla., The Coliseum, and Washington, D. C., Washington Auditorium.

DAIL STEEL CO. ANNOUNCES DOMESTIC AIR CONDITIONER

LANSING, Mich.—Prepared for initial showing at the recent air conditioning exposition in Cleveland, a new residence air washer-blower unit for homes heated with steam or hot water was announced recently by the Dail Steel Products Co., here. The unit is designed for operation independent of the heating system. With prices ranging from \$175 to \$225 f. o. b., this product takes its place among the lowest priced systems now being marketed.

Placed in the basement and connected by ducts with a register or grille at some central point on the first floor, the unit washes the air with a vaporized water spray. The flow is then screened and filtered through spun glass filters, and returned to the living rooms, according to E. I. Dail, president.

All air on the first floor is reconditioned and recirculated two to three times per hour. Tests have been run that indicate that the air in an average size home can be raised from a relative humidity of 20° to a humidity of 40° in one hour's time; the conditioner will evaporate about three quarts of water per hour.

The system is designed for cooling in summer. In communities where water temperature is 60° or more, refrigeration can be added to pre-cool the water spray, Mr. Dail explains.

BALLARD EQUIPMENT FIRM TO HANDLE GENERAL LINE

PORTLAND, Me.—The Ballard Oil and Equipment Co. of Maine with offices at 124 High St., Portland, has been named state distributor for General Refrigeration Co. products.

The company will handle the Lipman ice machine, manufactured by the General Refrigeration Co., and the Taylor freezer, made by the Taylor Freezer Corp., a General Refrigeration subsidiary.

In addition they have assumed the distributorship for Thor-O-Bilt refrigerated display cases made by the Amesbury Brass and Foundry Co. of Amesbury, Mass.

G. C. Gibbs, who has been at the Wisconsin factory of the General Refrigeration Co. for several years, has been appointed manager of the refrigeration department and will maintain 24-hour service.

NORGE FEATURES TREATED IN DISTRIBUTOR PAMPHLET

PHILADELPHIA—Features of the 1932 Norge line are treated in a little pamphlet, "Hot after Cold Business" written by Trilling & Montague dealers by David M. Trilling. The pamphlet is one of a series published from time to time to assist the dealers.

"Be convinced, not persuaded," Mr. Trilling tells his dealers.

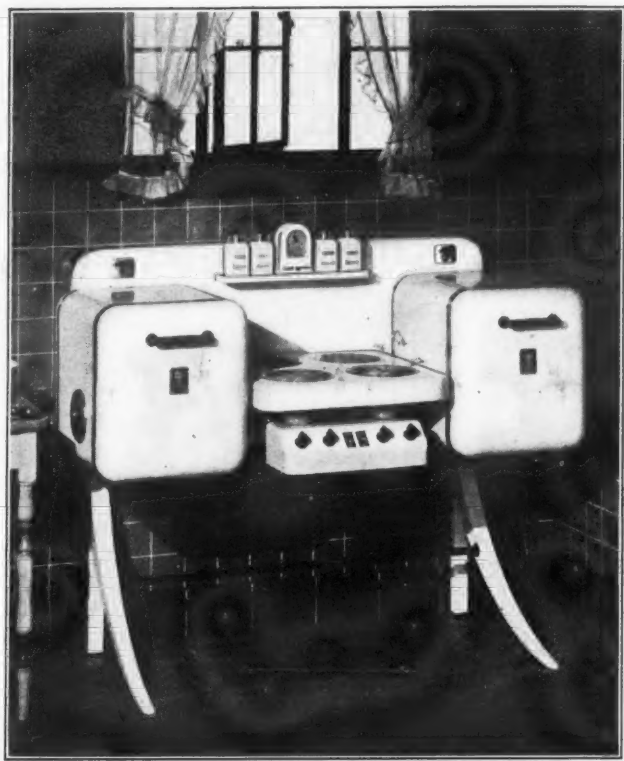
In order to help them be convinced, he discusses in detail the features of the exterior of the 1932 Norge, interior features, cabinet construction, and mechanical features, closing with a few paragraphs summing up Norge refrigeration.

75 WEST VIRGINIA NORGE DEALERS ATTEND SCHOOL

CHARLESTON, W. Va.—Approximately 75 Norge electric refrigerator dealers from southern West Virginia, Ohio, Kentucky and Virginia attended a two-day show and service school at the Kanawha hotel in this city, March 9 and 10. New models of the Norge refrigerator were on display each day.

J. E. Oliphant, district sales manager, and David Ralston, representing the engineering department of the Norge Corp., explained service features of the new models. A buffet luncheon was served to dealers Wednesday afternoon.

The Sensation of the Range Industry



is the
*Ideal Companion
Appliance for Your
Refrigerator*



Model BM-24 - - Larger
More Beautiful - - Completely
Equipped

ELECTROCHEF

Electrochef is so strikingly modern in appearance that it demands attention wherever it is seen—in your advertising, your show windows, your store. Women fall in love with its classic simplicity—its refreshing beauty. It brings in prospects as no appliance has ever done before . . . and its marvelous cooking performance *sells* them. Fast, economical—Electrochef out-demonstrates any range on the market. And there is a type and size to *exactly* meet the requirements of every prospect. Electrochef is in a class by itself—not "just another range." Complete information upon request.

ELECTROMASTER INC.

1803 E. Atwater - - - - - Detroit.

C O U P O N

Send this Coupon

Electromaster Inc.,
1803 E. Atwater, Detroit.

Please send complete Electrochef sales information.

NAME

FIRM

ADDRESS

CITY..... STATE.....

This will be the biggest range selling year in history—get the Electrochef story now. A few desirable territories still open. Send the coupon for specifications, prices, discounts, etc.

PRICED
AS LOW AS

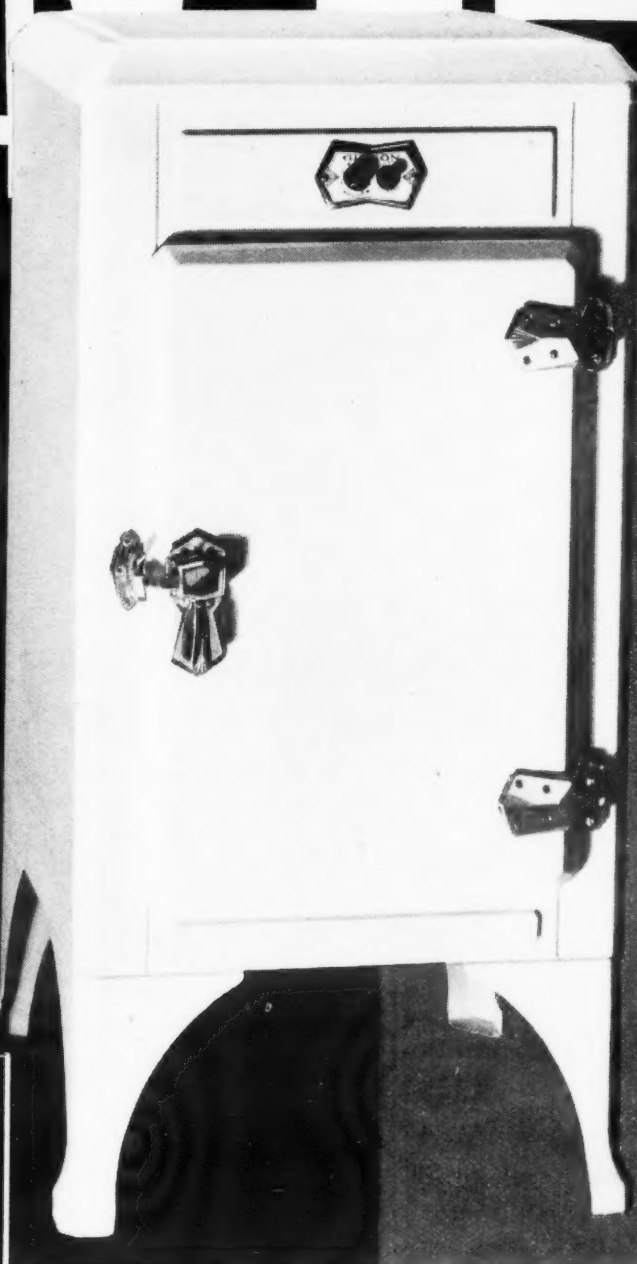
\$149.50

INSTALLED
IN THE HOME

THE MOST
Beautiful
REFRIGERATOR
IN THE WORLD.

THINK WHAT THIS MEANS

-----TO MILLIONS OF
FAMILIES AND TO YOU!



GIBSON

MONOUNIT Electric

A MODEL FOR EVERY HOME

Model Shown Here is SG-47
As Low as \$149.50 Installed in the Home

CABINET SPECIFICATIONS

	Width	Depth	Height
Overall Dimensions	24 $\frac{3}{8}$ "	27 $\frac{5}{8}$ "	49 $\frac{3}{4}$ "**
Interior Dimensions	18 $\frac{3}{8}$ "	17"	25 $\frac{1}{4}$ "
Cubical Content	4.70 Cu. Ft.		
Shelf and Floor Area (Three Shelves)	8.02 Sq. Ft.*		
Ice Cubes—Sixty-three.			
Trays—Three Single Depth.			

**Including Top and 11-inch Broom-high Legs.

*Approved N. E. M. A. Rating.

CABINET—Buffet Top—all steel construction, mounted on 11-inch legs.

EXTERIOR—Heavy Steel, White Lacquer Finish. Also available in Porcelain.

INTERIOR—One-Piece Seamless, Acid-Resisting Porcelain, equipped with Stainless Flat Metal Shelves.

INSULATION—Approved Insulation assures Economy of Operation, Walls and Bottom 2 $\frac{1}{2}$ and 3 inches, Door 3 $\frac{1}{2}$ inches.

DOOR—Safe Type, with heavy Porcelain door lining the full depth of Insulation. Ebonized Moulding. Air Tight Gasket.

HARDWARE—Manganese Bronze, Chromium Plated.

**ORDERS ARE POURING IN!
Carload Shipments Are Rushing Out!
The Gibson Factory is Working
Full Tilt—NIGHT and DAY! . . .**

Millions of families have waited for this announcement—people who know and appreciate quality. They have planned and saved to purchase dependable refrigeration. And now they can have it. Without waiting.

Think of the public response this news will receive—a Gibson Electric at unbelievably

low cost. And think of the profit it means to you.

The Gibson series "SG" is Gibson quality through and through—Gibson beauty, Gibson features and Gibson MONOUNIT power. Not built to a price but sold at a price.

The next three or four months will see the greatest refrigerator sales in the history of the industry. Get into the picture. Get set now and cash in on this opportunity of a lifetime. Don't wait! Clip the coupon and "Go Places with Gibson."

GIBSON ELECTRIC REFRIGERATOR CORPORATION

GREENVILLE, MICHIGAN, U. S. A.

Export Sales Dept.
201 N. Wells St.
Chicago, Illinois

Cable Address
"GIBSELCO" Chicago
Bentley Code



CLIP THIS COUPON

Gibson Electric Refrigerator Corporation,
Greenville, Michigan.

Without obligation please give me complete details on Gibson

Dealer Franchise ☐
Distributor Franchise ☐

Name.....

Street.....

City..... State.....

CHICAGO ICE CO. SUIT HEARING NEARS END

(Concluded from Page 1, Column 4)

spected by the city and a fee charged. Since March 31 when Judge Sullivan referred the case to Master Mason, more than 20 hearings have been held, involving some 1,400 typewritten pages of testimony and many exhibits.

Plaintiffs in the suit include the Consumers Co., Lincoln-Boyle Ice Co., Eagle Ice Co., Jefferson Ice Co., Midwest Ice Co., and the West Side Ice Co., all of Chicago.

Attorneys for the city are William C. Wermuth, Col. Martin H. Foss, and Sigmond David, while William L. Bourland and E. G. Hitt, secretary of the Chicago District Ice Association, have represented the plaintiff.

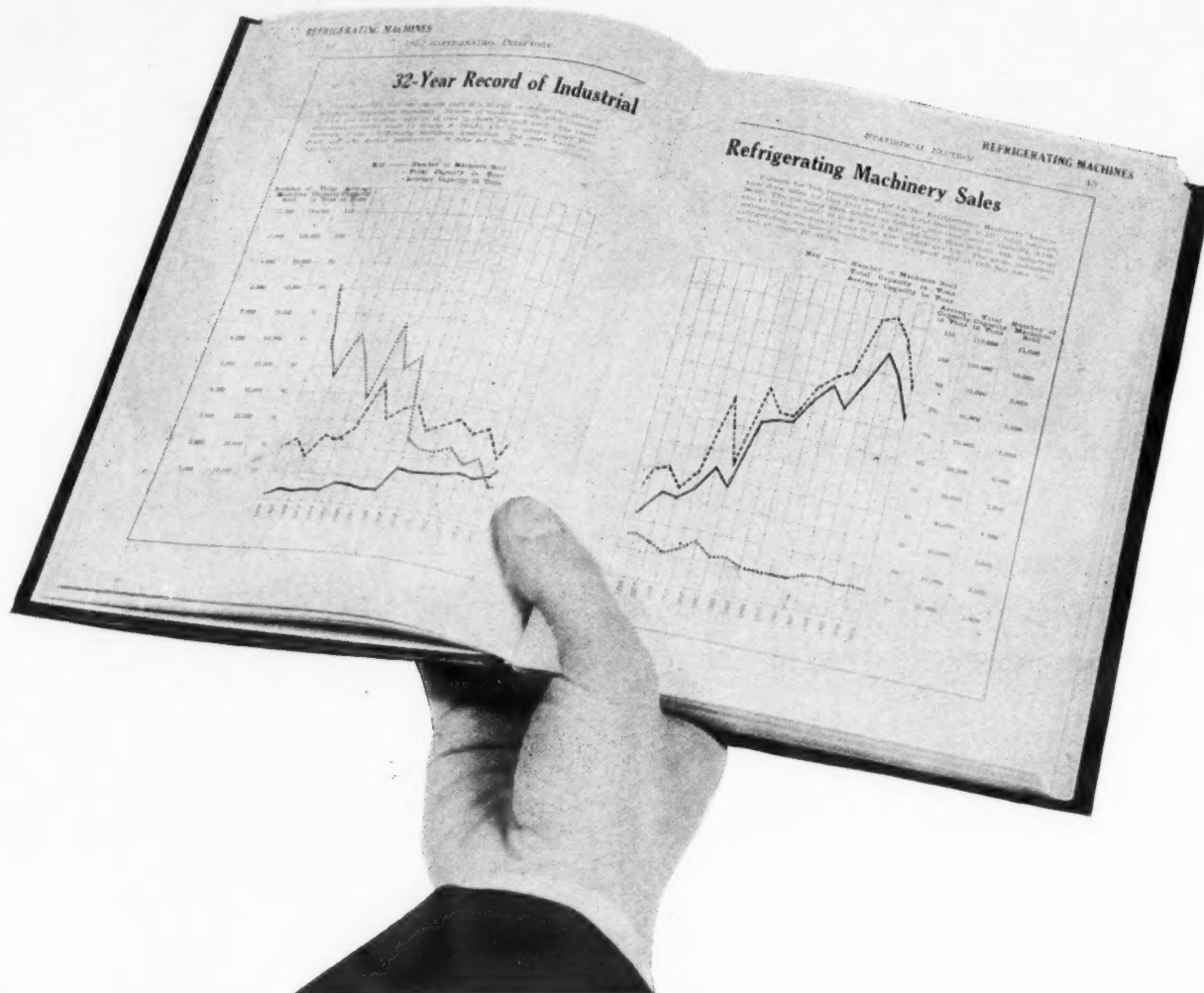
The following have appeared in testimony for the plaintiff: George B. Bright of Detroit (as an expert); John Plant, chief fire prevention engineer of the Chicago Fire Prevention Bureau; Mr. Hitt; Dr. Arnold Kegel, former health commissioner of Chicago; and John J. Aeberly, chief of the division of heating, ventilating, and industrial sanitation of the Chicago Health Department.

Gerald Gearon, supervising mechanical engineer and chief deputy inspector of the department for the inspection of steam boilers, unfired pressure vessels, and refrigeration plants, gave testimony on both sides.

Testimony for the defendant has been offered by Harry Johnson, field inspector for Mr. Gearon's department; Mr. Van Deventer (as an expert); and Deane E. Perham, director of refrigeration standards for the Chicago Master Steam Fitters' Association.

Master Mason is expected, within the next few weeks, to prepare his report and opinion of the case for Judge Sullivan.

Statistics Featured in Refrigeration Directory



This two-page chart showing industrial refrigeration growth is included in the 1932 Refrigeration Directory.

1932 REFRIGERATION DIRECTORY FINISHED

(Concluded from Page 1, Column 5)

of the National Electric Light Association in regard to its three-year plan to sell a million electric refrigerators annually. Also the Bureau's report of 1931 electric refrigerator sales by states.

Turning over the page, the reader finds the first complete list of refrigeration associations ever published. Seventeen associations are listed, including official personnel. This is followed by a list of producers of frozen foods.

At this point the DIRECTORY concentrates on refrigeration statistics. Stanley A. Dennis, statistical editor, discusses briefly, in a two-page article, the important data to be found in the Statistical Section. Then follows a distributor and dealer survey based on confidential information covering distribution methods of 497 distributors and 20,879 dealers.

Ice Box Sales

Continuing one finds a single page chart showing sales of ice boxes over a 20-year period. On the next page appears the start of the most complete statistical data ever collected for the industry. Leading off is a chart showing the sales of household electric refrigerators by quantities and values for the 1919-1931 period. Commercial electric refrigeration equipment sales come next and a chart illustrates the sales curve for the 1923-1931 period.

A two-page chart is devoted to a 32-year record of industrial refrigerating machinery sales. The next 16 pages present statistics on sales compiled by the Refrigeration Division of the National Electrical Manufacturers Association. These figures cover Nema sales for the years 1928-1931, with quarterly sales reports for 1930 and 1931.

Export Market Treated

The export market for refrigeration receives its share of attention as complete export figures for the years 1926, 1927, 1928, 1929, 1930, and 1931 are presented in separate tabulations.

The life histories of various electric appliances are graphically shown in a number of charts, covering sales for the following equipment: clothes washers, vacuum cleaners, electric ranges, electric ironers, oil burners, electric dishwashers, and radios. In connection with radios there appears a census by states of families owning receiving sets.

Wired home data with the estimated potential market for electric refrigerators completes the 128-page statistical section. This tabulation includes the number of homes receiving electric service in cities of 2,500 population, and over, in 46 states. The potential market is calculated for all cities listed by using a national average saturation figure of 17 per cent, as of Jan. 1, 1932.

Alphabetical on Green Paper

Printed on green colored paper, the second section of the book contains an alphabetical directory of the 2,000 manufacturers. This section serves as an index of manufacturers, so that it is possible to find the address of a company, when only the name is known.

Then comes the pink section with a complete directory of all trade names used in the refrigeration industry. The products to which a trade name applies, and the name and address of the manufacturer using it are included in the listing.

196-Page Classified Section

The classified section, extending over 196 pages of the book, offers to the reader complete information on the sources of supply for refrigeration systems, equipment, parts, materials, supplies, production and service tools, related products, companion merchandise, delivery and office equipment, electric signs, and other products and services used by the industry.

In the yellow section, known as the Geographical Directory, there is a complete listing of each manufacturer's products, along with names of officers, locations of branch offices and factories. All manufacturers are listed according to the city where the main office is located. This is the first complete list of refrigeration manufacturers presented in a convenient geographical arrangement.

Copies of the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK can be obtained by sending \$2.00 with your order to: Business News Publishing Co., 550 Maccabees Bldg., Detroit, Mich.

MAJESTIC DISTRIBUTOR TO HANDLE PHILCO RADIO

MINNEAPOLIS—The Roycraft Co., distributor of Majestic refrigerators in Minneapolis, Duluth, Fargo, N. D., and Minot, N. D., has accepted a franchise to sell Philco radio products.

The company's territory for the new distributorship will be Minnesota and western Wisconsin.

Lou and Roy Cohen, brothers who comprise the Roycraft Co., have pioneered the sale of electric refrigeration and radio in their territory.

BORG-WARNER CHOOSES BLOOD 1ST VICE PRESIDENT

(Concluded from Page 1, Column 5)

the marked increase of refrigeration sales during this depression period.

"There is definite indication that remedial measures are now removing the causes of repressed buying all over the country. Norge sales have continued to climb with even greater acceleration than last year during the opening months of 1932, and we expect another record-breaking year."

Directors Re-elected

CHICAGO—Stockholders of Borg-Warner Corp. re-elected Howard E. Blood, president of Norge Corp., as a director at their annual meeting last week. George B. Dryden, Mathew Keck, and S. L. Ingersoll were selected as new directors.

Mr. Dryden fills the vacancy left by the late J. R. Francis; Mr. Keck succeeds C. Bissel, and Mr. Ingersoll succeeds R. W. Dose. All other directors were re-elected.

Common and preferred shares represented at the meeting, either by person or proxy, were 795,229 out of 1,276,219 outstanding.

Mr. Dryden is a director of the Central Republic Bank and Trust Co., and president of the Dryden Rubber Co. Mr. Keck has been affiliated with Borg-Warner Corp. as secretary-treasurer since 1928, and will continue in his present duties. Mr. Ingersoll is connected with Ingersoll Steel & Disc Co., a subsidiary.

Directors re-elected are: F. C. Ball, Muncie, Ind.; H. E. Blood, president, Norge Corp. and Detroit Gear & Machine Co.; G. W. Borg, president, Borg & Beck Co.; C. S. Davis, president, Borg-Warner Corp.; Paul H. Davis, Chicago. J. L. Dryden, president, Long Mfg. Co.; E. S. Ekstrom, president, Mechanics Universal Joint Co.; John Fletcher, Chicago; J. Russell Forgan, Chicago; D. D. Francis, president, Wheeler-Schebler Carburetor Co.; W. B. Hemphill, Chicago; H. G. Ingersoll, vice president and treasurer, Ingersoll Steel & Disc Co.

R. P. Johnson, president, Warner Gear Co.; F. L. Morse, president, Morse Chain Co.; G. A. Shallberg, Moline, Ill.

INDUSTRY USES 3 MILLION POUNDS OF MONEL METAL

NEW YORK CITY—Approximately 3,000,000 lbs. of Monel metal went into the manufacture of refrigeration equipment in 1931, according to an annual summary of sales by The International Nickel Co., Inc.

This figure is slightly in excess of that for 1930, and includes material used for soda fountain refrigerators, ice cream cabinets, and domestic and commercial refrigerators, according to the summary.

The outstanding installation listed for 1931 was in the Waldorf-Astoria Hotel, where refrigeration applications used most of the 175,000 lbs. of Monel metal installed. These included tops and trim for kitchen refrigerators.

AT NEW LOW PRICES GREATER VALUE THAN EVER

EVER since its introduction last October, the new line of Leonard Electric refrigerators has been hailed as the outstanding value in the industry—a rare combination of beauty, quality and extra convenience features, at remarkably low price.

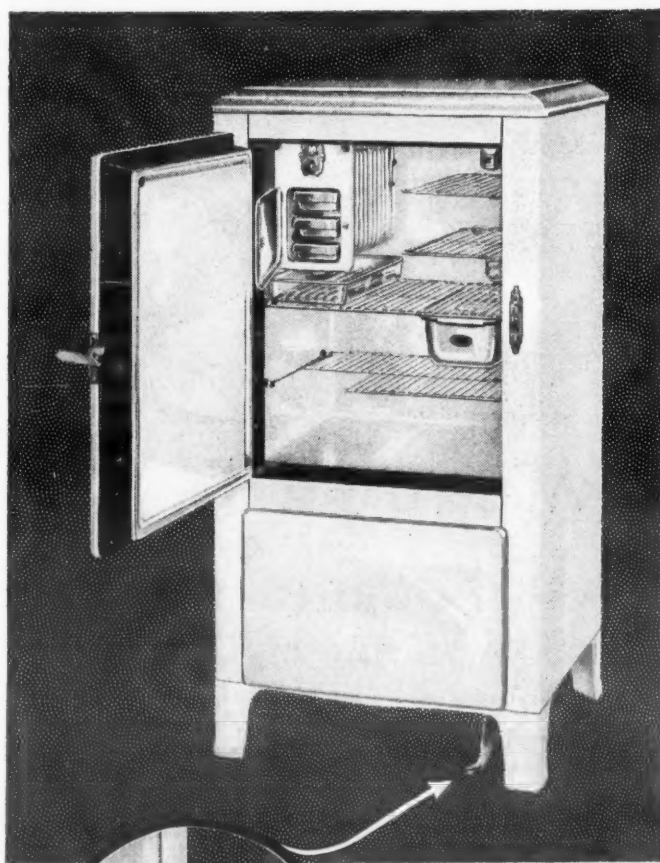
Sales have confirmed this verdict. Both shipments to dealers and deliveries to users have set new records month by month.

Now, Leonard has announced substantial price reductions throughout the entire line. There is no change in models, features or quality—simply an increase in value which makes this line still more attractive to distributors, dealers and public alike.

Leonard offers you the kind of franchise you would write for yourself—a complete, compact line of 9 beautiful "plug-in" models (3 all-porcelain)—the prestige of a long established name—favorable discounts—a strong program of advertising and merchandising helps.

Write or wire promptly, if you are interested in the opportunity in your territory, as dealerships are being rapidly closed.

LEONARD REFRIGERATOR COMPANY
14256 Plymouth Road, Detroit, Michigan



GREATEST CONVENIENCE
FEATURE IN THE INDUSTRY

THE LEN-A-DOR

A TOUCH OF THE TOE AND
THE DOOR SWINGS OPEN

LEONARD

ELECTRIC REFRIGERATOR



BUSINESS PROSPECTS BRIGHT!

for dealers who display

THE Westinghouse SIGN

REFRIGERATION dealers are on the threshold of a new selling season. What does it hold in store? For Westinghouse dealers the answer is *certain!* Three record months have just been written on the profit side of their ledgers. They are enthusiastic. Business is good!

Record sales, record profits have already been made. The Westinghouse Dual-automatic Refrigerator has been a sensational success. Unsolicited prospects have asked for facts. More and more refrigeration buyers are calling at showrooms for demonstrations. Westinghouse dealers are doing more selling, less canvassing. Their story is convincing . . . their product out-

standing! A busy summer . . . and a profitable one . . . is ahead!

And Westinghouse headquarters is backing up dealers with the most effective sales promotion and advertising. Elaborate merchan-

dising plans, born of years of specialty selling . . . national advertising, compelling in layout, consistent in story . . . direct mail, window displays . . . helpful promotion of all kinds is coming from the factory in endless number!

The Westinghouse franchise is a most valuable asset. Hundreds of new dealers have already signed. More franchise opportunities are open. Why not get the facts today? Write, wire or telephone.



THE WORLD'S MOST BEAUTIFUL WATER COOLERS

Handsomely finished in jet black Micarta . . . with aluminum strips and bright metal inlaid . . . the new Westinghouse Water Coolers set new standards for beauty and efficiency. There's a complete line. Four models . . . some for bottled water . . . others for city water supply.



OUTSTANDING AMONG REFRIGERATORS TODAY

The most talked-about refrigerator today. That's Westinghouse . . . the only dual-automatic refrigerator . . . the only refrigerator with Built-in Watchman control and Selective Temperature control . . . and the only refrigerator with so many important dual-advantages!

LITTLE STORIES OF INTERESTING
PEOPLE
IN THE REFRIGERATION INDUSTRY

THE EXPANSION VALVE

By George F. Taubeneck

LITTLE STORIES OF INTERESTING
IDEAS
IN THE REFRIGERATION INDUSTRY

Monday Morning Splash

New Yorkers who propped up their favorite morning papers at their breakfast tables, Monday, March 7, were startled.

On the back page they saw a full-page announcement of the \$130 Frigidaire.

Riding down to their offices they picked up other morning papers, saw the same full-page blast. Evening papers carried the same message; and when these New Yorkers arrived home that night they found the story repeated in the papers published in their particular sections of the metropolis.

This was the biggest simultaneous electric refrigeration advertising splash on record. On the same date this full-page ad appeared in the following 15 metropolitan dailies:

Times, Tribune, American, Daily News, Mirror, Sun, World-Telegram, Evening Journal, Evening Post, Wall Street Journal, Brooklyn Eagle, Brooklyn Times, Newark News, Newark Star-Eagle, and Jersey Journal.

The man responsible for this daring move is Con Aiken, manager of the New York Frigidaire branch, of whom you will hear more.

Immediately upon hearing in Dayton on Saturday, March 5, the news of Frigidaire's new prices and new program, Mr. Aiken wired his first lieutenant, F. G. Schlegel, to get representatives of all the metropolitan dailies together in his office Sunday, March 6.

Schlegel issued the invitations, the newspaper representatives arrived almost in a body, Aiken told them his story, ordered a full-page from each, and gave them all plates for that page.

Con Aiken, Man of Action

The above story is related to give you an idea of how this man Aiken works. No half-way measures, no hesitancy, no faltering. He is a man of action, a man of strength and purpose, a man of decisive nature.

This aggressive confidence of his wins him admiration and respect. Something else—an admixture of affectionate regard for and square-shooting with his employees—earns for him deep loyalty.

It is freely admitted by those "in the know" at Dayton that no man in the entire Frigidaire organization is better liked or more highly regarded than Con Aiken.

Full of ginger, confident, tingling with nervous energy, commanding, Con Aiken appears to be an executive from his Goodyear Wingfoots to his Stetson homburg. When he speaks, men jump. And when he makes a decision, it is with an air of finality.

He has been selling Frigidaires since the earliest days of that concern; and since he has taken over the management of the New York operation, his fire and experience have combined to help him boost sales from that district tremendously.

How He Advertises

Con Aiken believes in advertising for prestige, and for its effect upon his own men. He doesn't put coupons in his ads, isn't much interested in getting inquiries, and feels that his newspaper advertising can have only a remote and indirect bearing on actual sales.

Newspaper advertising, however, maintains the morale of his salesmen, and helps keep the name of Frigidaire a familiar one.

One of his favorite stunts is to scatter several small ads through one issue of a paper.

He uses the regular advertising copy and layouts sent out from Dayton—although these he modifies somewhat to attract the metropolitan mind—and augments these with special ads devised for and with him by the New York office of the Geyer Co.

Direct mail advertising follows the plans worked out by the home office at Dayton.

How He Sells

Mr. Aiken, with the genius of simplicity, declares that to sell refrigerators you must have good salesmen—that the success or failure of a refrigeration sales organization depends upon its success in finding and training and keeping successful salesmen.

New York Frigidaire salesmen are obtained by advertising, through recom-

Frigidaire Go-getter



Con Aiken, manager of the New York Frigidaire branch.

mendations of other salesmen, from employment agencies, and once-in-awhile a good man walks in from a competitor.

Instances of the latter type are rare, however. Aiken would rather take a raw recruit in the refrigeration game and train him than take a chance on a salesman who has been with another concern—particularly if his experience with the other concern has ended on a sour note.

"A green salesman is better than a blue one," avers Mr. Aiken.

Class Reunions

Classes of salesmen are formed regularly during the spring, and occasionally during later months. But these classes do not end the education of New York Frigidaire salesmen.

There are "class reunions," at which the old grads get up and tell their experiences, draw conclusions, and try to demonstrate what they have learned about catching the wily customer.

About twice a year the whole gang of Aiken's salesmen gathers together under one roof for a big session.

Contests spur them on when business begins to lag, and supervisors keep in close personal touch with each man.

CANVASSING is the keynote of all sales plans.

High-hat Business

F. G. Schlegel, newly-appointed sales manager for the New York Frigidaire branch, was one of the first salesmen Con Aiken ever had.

Schlegel remembers 'way back when electric refrigeration was such a high-hat business that the floor salesmen at the New York showroom wore morning coats and striped trousers in the daytime, and evening clothes at night.

A Frigidaire in those days cost \$655, delivered and installed.

In February, 1923, Schlegel recalls, the New York Frigidaire operation showed a 40 per cent increase over February, 1922. They sold three more machines that month than they had during the same month of the previous year!

Extensive Offices

With Mr. Schlegel the Valve recently made a tour of the New York Frigidaire headquarters. Occupying three floors of an expansive building, it indeed seems to be a large organization.

The main floor is a showroom. In the center is a small fountain and pond, while at the back is an ascending staircase which has the effect of pulling one into the store.

Among the models on display are a number of buffet refrigerators done in carved chestnut. The proportions are neat, the cabinet work is in excellent taste, and the refrigerator could be placed in any office or almost any drawing room without violating a major canon of interior decoration.

Cabinets for these jobs are made by New York furniture builders. They sell at prices considerably higher than the Moraine line, and are said to be moving satisfactorily.

All of which pleased the Valve, for he had just finished writing an editorial on that very subject (see "Designers' Opportunity," page 12, March 16 issue).

Walk up the stairs and you will come to Mr. Aiken's office. In subdued tones, lighted indirectly, this office reflects the good taste of its possessor. Nearby is a well-furnished office for Mr. Biechler, who spends much time in New York.

Then in rapid succession you will be shown the legal department, desks for salesmen, the commercial department (with not a man in it—everybody is outside selling) and commercial exhibit, a big roomful of stenographers and bookkeepers, and a string of offices for division heads—each equipped with a desk, a telephone, and a secretary.

One finds also Jean Adair's kitchen, which is a model affair, all-electric. There Miss Adair and her assistants work out recipes, plan demonstrations, and do their stuff before visiting prospects.

Down at one end of a large room is an exhibit of Crawford electric ranges, designed to fit on top of small apartment house model refrigerators. Range sales have been handicapped by the prevalent high rates charged for electricity in New York City.

One of the largest rooms in the establishment is the schoolroom. We walked in on one of the classes, and found it filled with a likely looking crew of very serious-minded men.

In addition to this extensive layout, the New York Frigidaire branch operates 16 showrooms in the metropolitan district. Out of each of these showrooms works a crew of salesmen.

Strict territory is not religiously maintained for these salesmen. Declares Mr. Aiken: "The sale belongs to the man who makes it."

Commercial and wholesale salesmen work out of the headquarters office.

More About Newell

To last week's remarks anent H. W. Newell, new Frigidaire vice president in charge of sales, we append the following biographical notes. Interested readers who have been demanding information about the dynamic Mr. Newell will please pay close attention.

He was born in Bellefontaine, Ohio. When he was 16 years old and in high school, he wanted an automobile. His father declined to buy it, but agreed to lend him \$1,000 to help him get into the automobile business.

Newell went to Dayton, saw a distributor, took the Logan county Ohio agency for the Paige-Detroit, contracted to take 15 cars that year and drove home in his demonstrator.

Next day he rounded up five friends of the family, all of whom had expressed a desire to own a car. He gave them a demonstration—all at the same time.

"This is my proposition," he said. "If you will all sign an order today, you each can have \$100 off the purchase price."

Four signed.

When the Paige-Detroit factory received an order for four cars for February delivery in Bellefontaine, Ohio, the officials knew they had a live dealer there.

Immediately came a letter of congratulation and an offer to go fifty-fifty on local newspaper advertising. Advertising copy was enclosed.

The suggested schedule amounted to a considerable sum, Newell hesitated. But his father said:

"You are in business now. You will have to advertise."

When the half-page advertisement appeared in the local paper the next week, above his name in letters two inches high, he was too embarrassed to go downtown.

This high school sophomore sold 18 cars that year, paid off the \$1,000 note, paid for a car of his own and put money in the bank.

The next summer he became interested in Delco Light plants, having heard R. H. Grant and C. F. Kettering talk at a Dayton Delco Light sales meeting.

He sold Delco Light plants in addition to automobiles. The next year he dropped the automobile business to handle Delco Light plants exclusively.

Mock Sales Convention

High school over, Newell went to Dartmouth, was graduated in 1920, and

then spent one year in the Amos Tuck School of Business Administration.

As a part of his post-graduate work he organized a mock sales convention, with students taking the part of dealers and salesmen.

He sent to Dayton for Delco Light sales convention material, such as banners, picture slides, and equipment, including a Delco Light plant.

He trained other students to take the part of factory officials and put on a red-hot convention program.

When it was over he sold the Delco Light plant, deducted the regular commission, and remitted to the Boston distributor.

He Joins Frigidaire

His first position after graduation was with the Eastern Mfg Co., a paper company.

As sales promotion manager of this company, he spent two years in Boston and one in New York City.

In 1924 he went back to his early love, Delco Light. Frigidaire then was part of the Delco Light Co. He became the second Frigidaire salesman to work in Boston. Soon he was in charge of the Frigidaire end of the business.

He built up a strong Frigidaire selling organization, and in a few years became general manager of the Boston Frigidaire and Delco Light distributorship.

In 1930 when the Boston distributor relinquished his territory, Mr. Newell was made manager of New England's sales operations.

In his New England operations Mr. Newell kept certain definite policies in mind. He saw to it that his dealers made money.

If a dealer failed to make money, Mr. Newell investigated and either gave him needed assistance to put him in the black, or got a new dealer. One way or the other, it usually worked.

New England Operation

Mr. Newell has served as Frigidaire New England manager for the past seven years.

The rapid development of Frigidaire in New England under Mr. Newell's guidance is shown from the fact that when he started with Frigidaire the organization consisted of only 24 salesmen. The Frigidaire Sales Corp. of New England is now composed of 1,400 Frigidaire dealers and salesmen.

Under Mr. Newell's direction Frigidaire sales in New England reached new high records for all time. Sales of Frigidaire household equipment in 1931 were 46 per cent in excess of 1930 sales.

November and December of last year showed increases of 117 per cent and 132 per cent, respectively, over corresponding months in 1930.

A Young Man

In assuming the vice presidency Mr. Newell became the youngest man in an important executive capacity in the Frigidaire Corp., for he is only 34 years old.

Refrigeration for Rhodesia

Ensign Lyman Kimball of the Salvation Army expects to be the most popular man in South-Central Africa when he returns there after his year's furlough. He is planning to take an electric refrigerator back with him.

Ensign Kimball, a missionary in Rhodesia, had not had a drink of cold water or a dish of ice cream in the seven years he lived in Africa, he told listeners in a recent lecture in Milwaukee.

When he returned to this country he brought with him a collection of African curios and trophies which he is offering for sale in connection with his lecture tour. Those curios are to pay for his electric refrigerator.

"People who have never been compelled to do without cold drinking water do not know what a craving results for it," he explained to his audience. "In Africa, except in the larger cities, ice water is practically unknown, and ice cream is only a memory."

"To make certain of a plentiful supply of cold water, I'm taking back with me an electric refrigerator."

The missionary did not say what kind of a refrigerator he plans to take back with him, but it must be one which will keep plenty of cold water in a territory very close to the equator.

The New Chief at Home



H. W. Newell at his desk at Frigidaire headquarters in Dayton.

• CONFIRMATION

WHEN we announced TRICOLD and CHILLDARE in the largest advertisement that ever appeared in a refrigeration trade paper, we expected to create quite a furor in the industry . . . and we were not disappointed.

It wasn't the physical size of this advertisement that created the discussion *but the message that it carried*. Any manufacturer can buy a twenty page advertisement in a refrigeration trade paper. But . . . it takes an unusual proposition to shake an industry.

For obvious reasons, so many rumors have been circulated since our first announcement of

TRICOLD and CHILLDARE that we have been besieged from all quarters for additional information. Believing that there are others who want to know more about us, we quote from an editorial in Electric Refrigeration News of March 9.

Written in the familiar, breezy style of a man who has a trade-wide reputation for getting facts, telling the truth and letting the sparks fall where they will, this gossip editorial comment gives an outside viewpoint which should be of value to those distributors whose interest has been aroused but who as yet have not acted upon that urge to write the company for the full details.

The following Excerpts are from an Editorial that appeared in the March 9th issue of Electric Refrigeration News

How ELECTRIC REFRIGERATION NEWS has been able to make an appearance the last two issues is still a mystery to us who put it out. Why? Because we have done practically nothing else but answer phone calls, telegrams, letters, and personal visits from men who wanted to know something about "this here TRICOLD proposition."

Where is its Detroit manufacturing division?

Who is behind it?

Will this new-fangled box of theirs work?

What are their discounts?

Is the company sound and stable?

Answering the first question was easy. The Detroit manufacturing division is the Universal Cooler Corp., which puts its refrigerating unit into Rex cabinets here following the TRICOLD design.

Days passed and still the inquiries rolled in. A drove of suppliers were after their business, and wanted names of men to see. Salesmen of competitive makes dropped in to have the TRICOLD machine further explained, so that they might arm themselves accordingly. Newspapers called long distance from all over the nation, seeking information.

Not since General Electric brought out its hermetically sealed unit have we witnessed so much commotion in the industry over a new product.

And the only instances in our memory which have occasioned so many rumors and so much concern were the Chicago code situation in the summer of 1929 and

the Majestic hundred-dollar-refrigerator scare in the summer of 1931.

Both of these latter affairs were reported by the writer. Both were highly exciting, and both presented difficulties in getting the facts which were equal to the present situation.

One other thing was universally commended: the prices were "right". Everything else about TRICOLD has been subjected to sniping and sometimes to heavy barrages.

Between answering inquiries about TRICOLD and nursing a friendly little case of the flu, which was coddled in turn by every member of the editorial staff except Gertie the Good-Health Girl, members of the staff had too much on their hands to leave the office.

Last Thursday, however, the Valve went to Buffalo, prepared to lay siege to the TRICOLD citadel until he found out what in tunket it was all about. And, gentlemen, we think we have some information for you.

There were a number of questions I wanted to ask, and during the course of an afternoon I managed to ask them all.

On the second day we really got together. Not only did Mr. Potter present a complete demonstration of his refrigerators (contrary to the general rumor, more than one have been made, and you can go up to the TRICOLD office in Buffalo any day and look at them), but he outlined his manufacturing and distribution plan, told something of his previous life and experiences, and finally showed me the figures on his company.

Gentlemen I was shown just how much capital TRICOLD has in the sock, the salaries of its employees—from Potter on down, how much office rent is costing, what the agreements with Rex and Universal Cooler are, the agreements with distributors, advertising plans, and the overall budget.

Operating plans are extremely flexible, and only through an unusual combination of circumstances could the company possibly be caught in a jam.

Moreover, members of the syndicate announce that THERE IS NO STOCK FOR SALE. They have all the money they need for present purposes.

Selecting Universal Cooler as his manufacturing operation was a smart move. The TRICOLD design is a new departure. The TRICOLD company is unknown. Hence grave doubts could be cast upon the TRICOLD merchandise were it not for the fact that it is made of standard parts and assembled by a well established concern of unimpeachable reputation.

Rex cabinets, for instance, have been used by many of the leading manufacturers in the industry. The Universal compressor, it is universally agreed, is an efficient compressor. Everybody knows that American Radiator Castincoil cooling units, American Radiator expansion valves, McCord cooling coils, and Penn controls will work.

Moreover, the entire job is assembled by a manufacturer which is one of the NEMA group—the elite of the electric refrigeration industry.

TRICOLD Corp. can work on a flexible schedule. Hence there will be no quotas for distributors. The latter will be given free rein in their merchandising plans, and will simply be expected to sell as many refrigerators as they can move with profit.

Eight field representatives have been in training at Buffalo for some time, and are now ready to go out on the road to line up distributors and dealers.

The Valve met and talked with these representatives, and found them straining at the leash in anticipation of the job ahead.

Directing the efforts of these representatives is G. E. Bahr, a substantial appearing citizen who was formerly Pacific Coast representative for the L & H (A. J. Lindemann & Hoverson Co.) electric stoves.

Inasmuch as Potter detests following beaten tracks, and just loves to upset apple-carts, you may expect some new merchandising schemes to emanate from his imaginative brain. He will not do as has been done—you may count on that.

Now, whenever a field representative calls on a distributor, and that distributor claims he has never heard of TRICOLD, he's a liar. The 20 pages did just what Potter wanted it to do—it stirred up a tremendous amount of talking and gossip.

The greatest obstacle he could have, he reasoned, would be ignorance—having people ignore and pooh-pooh him. Now, he thinks, his representatives can walk into almost any distribution office in the industry and get a hearing, because the whole industry is curious about the line, the proposition, and the company.

DURING the five weeks following the now famous announcement of the TRICOLD-CHILLDARE line much rumor has given way to facts, and The TRICOLD Company, on a firm foundation of six years' building, stands today in an impregnable position—its future assured and merchandising leadership of the industry within its grasp. Our distributor franchise is now recognized as the most

valuable in the field, for not only is the merchandise without competition but our discounts and sales policies are a warranty of sound growth and permanency for the distributor, based on *Profits*.

TRICOLD REFRIGERATOR CORPORATION

296 DELAWARE AVE., BUFFALO, N.Y.

Manufacturing Division, Detroit, Mich.

TRICOLD AND CHILLDARE

WAR DRIVE STARTED BY G. E. DISTRIBUTORS

WATERBURY, Conn.—The staff of Modern Home Utilities, Inc., General Electric distributor for most of the Connecticut territory, turned out in force March 11 for the initial meeting of the G. E. Monitor Top war campaign.

Sixty-eight members of the organization attended the gathering, held in the institute room of the company's headquarters, here.

Joseph E. Neely, treasurer and manager, will serve as brigadier-general of the Modern Home Utilities "army." Merrick B. Lamb of New Haven was appointed lieutenant-colonel for the retail division; Merrill B. Walker, New Haven, lieutenant-colonel, apartment house division; John M. Lyman, New London, lieutenant-colonel, commercial division, and Albert A. Hajokey, recently named dealer contact representative, was appointed to head the wholesale group.

Each individual attending was enlisted in the Refrigeration army. Leland L. Stacy, sales promotion and advertising manager, who is acting as adjutant, explained the rules, regulations and purposes of the campaign, and gave out the official commissions and insignia.

In connection with the sales telegram project of the General Electric organization, it was announced that 1,000 credits, valued at \$1 each, would be awarded to those salesmen who secured the largest number of store visitors through the telegraphic promotion.

An additional cash bonus will be paid on all sales made in March, for delivery within 30 days. The purpose of this award is to increase early spring sales, getting off to a flying start.

A feature of the gathering was a complete dinner, prepared on a small domestic Hotpoint range by Miss Hazel M. Fletcher, home service director, 68 persons being served from a four-burner range.

Through a Woman's Eyes

By Gertrude Stanton

We Go International

For a writer there is a large and indescribable thrill at being translated into a foreign language, and that thrill arrived with the latest copy of *Frig . . . Echo*, magazine of Frigeco, S. A., Paris distributor of General Electric refrigerators.

The story, "My Hardest Sale," telling the experiences of Westinghouse salesman Paul Schlanker of Ann Arbor, and written by Phil Redeker, appears in French therein. Just for proof, here is a sample: If you will get out your Jan. 20 *ELECTRIC REFRIGERATION NEWS*, turn to page 6, and look at the first paragraph, here 'tis in French:

"Le travail de vente le plus ardu effectué en 1931 pour la Maison Stanger a Ann Arbor, par Paul Schlanker, 'star' représentant des réfrigérateurs Westinghouse, ne consista pas en une vente à un professeur, très curieux cependant de l'Université de Michigan, Section des Ingénieurs, comme on pourrait s'y attendre, mais à la Compagnie des Pompiers de Ann Arbor."

Home Service

One interesting page in the February issue of *Frig . . . Echo* is an article on "Home Service." Anyone who struggled through high school French knows that there is no word for "home" in the French language. You can say house, cottage, hotel, mansion, but there is no word which connotes lights shining out of the windows in the evening, and mother serving her best pickled peaches to go with fricasseed chicken.

As a result, the writer of the article must keep the English term "home service," going to great lengths to ex-

plain what she means by it. Mme. Fallieres, the home economist who wrote the article, tells of going to the homes (or places of business) of prospects or new users, explaining the use of the equipment, and preparing various foods with the aid of the General Electric.

That she is successful is shown by her statement saying, "I do not wish to boast, but I am proud when I declare that nearly 80 per cent of the equipment taken on trial has been kept permanently after the intervention of the home service department."

The name "Frigeco" is very tricky, once it is analyzed. Notice the last four letters (G. E. Co.). The word "frigidite" in French means frigidity, of course, so here you are. It is one thing to make up similar names in English—Armco steel, Texaco motor oil, etc.—and another to get such a name which will be pronounceable and meaningful in another language.

It might be of interest to know that the three elements of successful salesmanship mentioned in a long article by M. Hoepli, the sales promotion manager, are: using the users; door to door canvassing; and evening appointments. Strangely familiar, those words.

Model Kitchens

Complete to a canary twittering away in each window are three model kitchens on the tenth floor of the J. L. Hudson Co. department store. All kinds of

kitchen equipment and appliances are sold on this floor.

A constant stream of women—and men—strolls slowly through this little line of kitchens and ends up in an early American breakfast room at the far end.

The kitchens are apparently arranged in the order of their cost to the buyer. First comes one equipped with a gas range, an ice box, kitchen cabinet, sink.

Next are two all-electric kitchens apparently very nearly the same in price, one in a blue and tan color scheme and the other in green.

The blue kitchen is furnished at the moment with a Kelvinator. (The makes of the various products in these kitchens are changed from time to time.) Linoleum of a solid blue color is on the floor, and the Kohler sink, equipped with a dishwasher, is of tan to blend with the color scheme.

The green kitchen is a truly deluxe affair. Built-in kitchen cabinets, a Kohler sink equipped with an electric dishwasher, an electric stove, and a Leonard Foodmaster, all match in a cool-looking sage green.

Everything in the kitchens may be bought on the tenth floor except the curtains. A little placard tacked to the door of each kitchen tells how much of what material is needed for them, how much linoleum is needed for the floor, and where both of these items may be purchased in the store.

In passing, it might be mentioned that the Len-A-Door attachment of the Leonard which is now in the model kitchen, is worn bright by a constant pressure of the foot of every woman who goes through.

After walking through the line of kitchens we expected to come out the door in the midst of the electrical appliance department, and to be faced by salesmen of refrigerators and ranges. This is not the case, however.

The gardening department is alongside the model kitchens, and the path to the stoves and refrigerators leads through rows of shrubs ready for planting, gardening equipment, seeds, unpainted furniture.

Clearing the Floor

Hudson's, in company with other dealers at this time, is trying to clear the floor of 1931 refrigerators. In walking through the department, we were hailed by an aggressive salesman who tried to sell us an Apex Rotarex.

In the midst of the sale his floor manager rushed up to him and said "We're out of those—oversold already." The salesman looked skeptical, and noticed that one of his brethren was also working hard on a prospect with the same model in mind.

Two more crestfallen individuals it is hard to imagine than those salesmen, who had to say that the models which they had been trying to sell were out of stock, and had been all afternoon.

One 1931 line 5-cu. ft. model in another line was selling at Hudson's for \$134.50 installed and delivered—about eight dollars less than the 4-cu. ft. model in the same make, 1932 line.

DAYTON RUBBER CO. SUIT SETTLED OUT OF COURT

DAYTON—The suit of the Dayton Rubber Mfg. Co. against Allis-Chalmers Mfg. Co. in U. S. District Court at Cincinnati, involving patent infringements pertaining to multiple V-Belt Drives, has been settled out of court, according to announcement by both companies.

The suit involved the patent infringement of Allis-Chalmers' Geist Patent No. 1,662,511, pertaining to multiple V-Belt Drives.

Under the working agreement, Dayton takes a license under the Geist patent No. 1,662,511, and Allis-Chalmers can operate under the Short Patent No. 1,538,303.

75 DEALERS ATTEND LEONARD MEETING

MILWAUKEE—Seventy-five dealers attended the convention called by the J. J. Dougherty Co., Inc., Leonard electric refrigerator distributor for lower Wisconsin, recently.

A group of officials from the Leonard factory who spoke at the meeting were: A. C. Jordan, sales promotion department; J. J. O'Neil, business manager of the Refrigeration Discount Corp., and R. W. McCasky, district sales manager. A trip through the Leonard factories by means of the Leonard movietone was taken during the afternoon session.

KELVINATOR BOOKLET LISTS SALES DRIVES

DETROIT—Suggested sales contests, employe contact plans, advertising programs are laid out in a Kelvinator merchandising plan book designed particularly for the use of utility outlets, and recently released.

The suggested sales contest, for which examples of all necessary material are given, is a golf contest, in which salespeople are admonished to "watch out for the big sales drive." A 456-yard hole may be made in two strokes (sales), as par, or one, a birdie.

Yardage Gained by Sales

Yardage is measured by quota of sales, of course. Progress of the various players over the course, to the "19th hole" may be measured by colored push pins in a chart painted to represent a golf course.

Another page in the plan book holds an envelope containing the materials for putting on an employe contact campaign. It includes a selling kit for employes, a group leader's operating manual, and an announcement of the Kelvinator contest to the employe himself.

The first section of the large quarto-size, black-bound volume considers organization for the selling job—organization of advertising plans, establishment and distribution of quota, meetings.

Sales Contests in General

A second section discusses sales contests in general, both for regular sales forces and for employes such as line-men, meter readers, inside employes.

Another division discusses group instruction for salesmen and employes, giving sources of texts to be followed by sales instructors, equipment for sales schools.

Prospect-finding is discussed, with its kindred subjects, recording and filing of prospects. The subject of cultivating qualified prospects through direct mail, handout literature is also treated.

Outline Advertising

The advertising background furnished by Electric Refrigeration Bureau and by Kelvinator Corp. itself is outlined in full, and factory cooperation in the matter of store identification signs, display material, and salesmen's equipment complete the discussion.

The book itself, printed in colors, is bound with a stiff black cover decorated in silver. It contains more than 60 pages of material.

KNAPP, DENSMORE SPEAK AT MILWAUKEE MEETING

MILWAUKEE—"The refrigeration industry may prove to be the Moses which will lead business out of the wilderness," said J. H. Knapp of Norge Corp. who with R. E. Densmore, western regional manager, attended a distributor-dealer meeting at the Hotel Schroeder here, March 21.

Henry P. Mueller of the Phillip Gross Hardware & Supply Co., Milwaukee Norge distributor, was in charge of the meeting. Others who took part in the program included A. N. Dalzeith, national service man; Fred Fleischer, Milwaukee district manager, and R. E. Terry, Milwaukee.

More than 150 attended the meeting. Mr. Knapp stressed the value of advertising, especially in newspapers as a factor in refrigeration sales expansion.

Eighty-five per cent of the Norge advertising appropriation in 1931 was spent in newspapers, he stated, and the ratio is even higher this year.

17 ELECTRICAL STUDENTS VISIT REX COLE

NEW YORK CITY—Seventeen students in electrical engineering at the University of Pennsylvania were visitors to Rex Cole, Inc., headquarters last week, and heard Lawrence R. Hills, director of the merchandising division, speak on the place of electric refrigeration in the electrical world.

Arrangements for the visit were made between E. H. Campbell, manager of the sales promotion manager, Rex Cole, Inc., and W. A. Oglesby, Institute Manager of the New York Electrical Association.

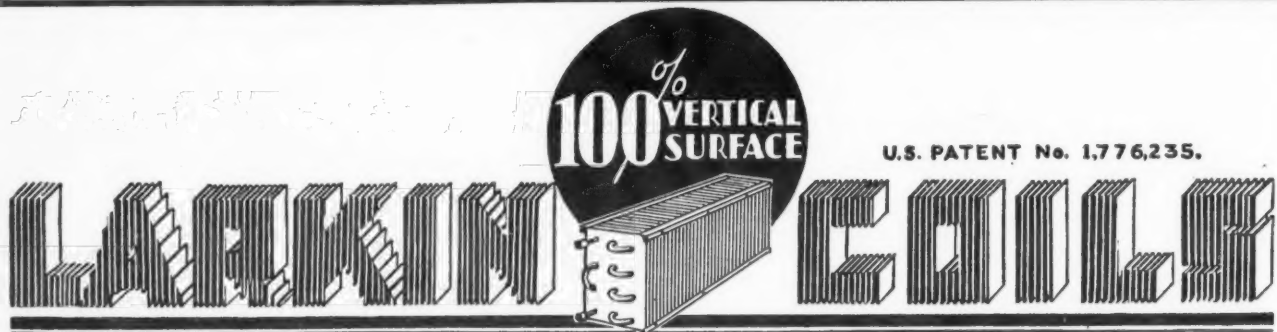
CALIFORNIA DISTRIBUTOR FOR GIBSON APPOINTED

LOS ANGELES—The Herbert Horn Co. of Los Angeles and San Francisco has been signed by Harry H. Bailey, western district manager, to handle the Gibson line of electric refrigerators for all of California.

Additional branch offices will be opened in various points in the state to be decided later.

MABBOTT MADE CHAIRMAN OF FARIBAULT BUREAU

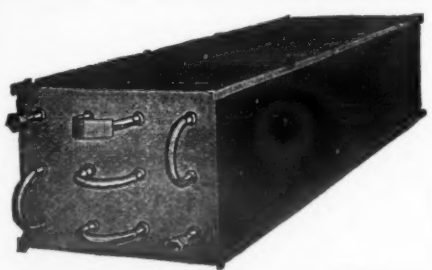
FARIBAULT, Minn.—L. E. Mabbott of the Northern States Power Co. has been elected chairman of the local Electric Refrigeration Bureau, here.



Amazingly Efficient

Almost 30,000 Installations Daily Prove Their Many Advantages

All performance claims for LARKIN COILS have been tested, checked, double checked and retested in the laboratories of leading manufacturers—LARKIN COILS are delivering perfect performance in close to 30,000 commercial installations—This is your absolute assurance that LARKIN 100% Vertical Surface Aluminum Plate Coils will deliver to every commercial electric refrigeration job you sell certain essentials to success that are definite; make sales easier; and assure in actual performance your presale claims.



Here's 1 of 93
Standard Sizes

Over 6,000 Combinations

The largest and most complete Coil line in America and the most efficient Coil principle. Regardless of size of cooler, refrigerator or display case to be refrigerated, no ganging of coils are necessary when LARKIN 100% Vertical Surface Aluminum Plate COILS are used.

Here is how LARKIN COILS will aid you:

They definitely solve the problems of EXCESSIVE dehydration and EXCESSIVE defrosting.

They cut to the bone the irksome problem of frequent servicing because they are so efficient in operation and finally, they are economical of fuel.

That's why LARKIN COILS are endorsed by the manufacturers listed here who have found it profitable to adopt them as standard factory equipment.

Send for New Data—Address the Originators and Manufacturers

LARKIN-WARREN
Refrigerating Corporation
ATLANTA - GEORGIA

H. M. Robins Co.
Export
and Others

MOHAWK
REFRIGERATOR
WITH THE DUOZONE UNIT

Apex
CLEVELAND, O.

ELECTRIC
RICE
REFRIGERATION

STARR-FREEZE
Electric Refrigeration

Copeland
DEPENDABLE Refrigeration
DETROIT, MICH.

SERVEL
COMMERCIAL
Electric Refrigeration

WILLIAMS
ICE-O-MATIC
REFRIGERATION
BLOOMINGTON, ILLINOIS

Carrier
Brunswick Kroeschell
REFRIGERATION

MAYFLOWER

UNIVERSAL~
DETROIT, MICH.

KULAIR
PHILADELPHIA, PA.

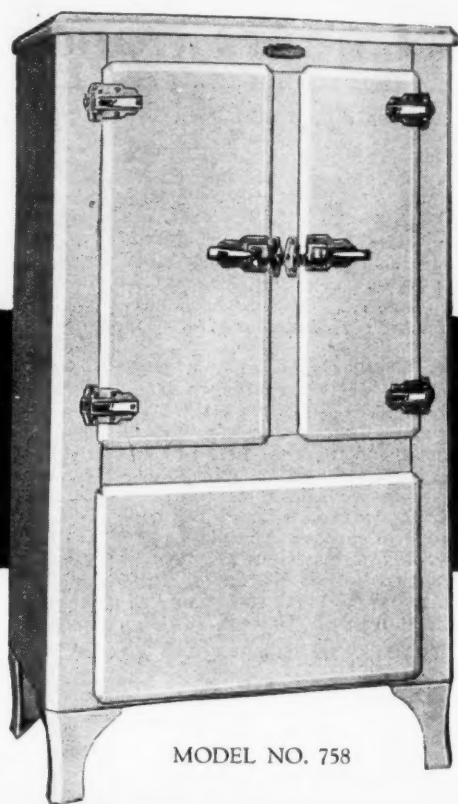
Zerozone
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REFRIGERATOR
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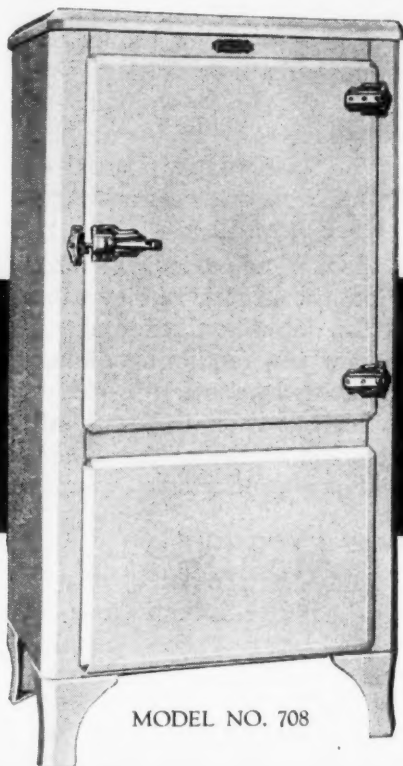
Absopure
DETROIT, MICH.

Modern

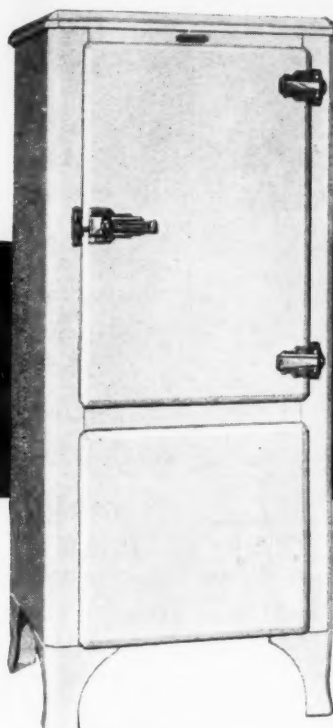
DICLER
DIESELMAN MACHINE CO.
GREENVILLE, PA. U.S.A.



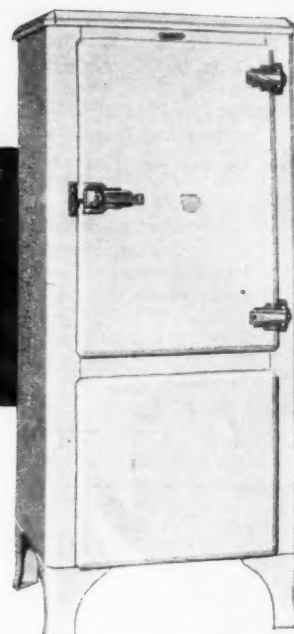
MODEL NO. 758



MODEL NO. 708



MODEL NO. 555



MODEL NO. 505

Zerozone

The Refrigerator with the
**OVERSIZE
UNIT**

*marks A NEW STEP
in REFRIGERATOR HISTORY by offering a
Standard, First Quality Model at \$99⁵⁰*

The line of Zerozones shown above, and the great, new LEADER below are primed and ready. They're waiting for you—together with a tremendously effective merchandising plan that opens up a new profit era.

Meet the sensational, new Zerozone Leader. Here's a *quality* box—sturdy and honestly built—featuring the standard, Zerozone Oversize Unit. It's a box you can sell with full confidence and all your enthusiasm. It's a true Zerozone, which means "Lifetime Refrigeration." AND AT \$99.50 IT'S A TREMENDOUS LEAD-OFF ITEM TODAY!

And then the rest of the quality Zerozone line—four strong—irresistibly priced—will hammer home its message to your prospects: "Now is the time to buy refrigeration."

The Zerozone Leader and the Zerozone Line bring leadership to its sponsors. They have a tremendous selling impetus. They make the Zerozone franchise an immensely valuable thing. If you're open for this great oppor-

tunity, write today for further details. Make no commitments until you look into this!

ZEROZONE, INCORPORATED
40 EAST 49th STREET, NEW YORK, N. Y.

The **Zerozone**
LEADER

\$99⁵⁰

F. O. B. FACTORY



This is the famous new
LEADER—Model No. 405
A Magic Box at the Magic Price of \$99.50

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

Also publishers of REFRIGERATED FOOD NEWS (monthly) and the REFRIGERATION DIRECTORY (annual)

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Confidence from the Top

GOOD news is being broadcast from the automotive industry. A far-reaching "revival offensive," in which practically all of the leading automobile manufacturers will participate, is about to be waged against barricaded and protected American dollars.

Concerning this concerted drive, Alfred Reeves, vice president and general manager of the National Automobile Chamber of Commerce, declares:

"With the original thinking, the enterprise and the aggressiveness that has advanced the industry to the front ranks of business, the car and truck manufacturers decline to accept the slow recovery which is under way, and believe that with their finest products, almost incredible values, broadened publicity and intensive dealer selling campaigns during the month of April, they can break the buying jam and provide the necessary impetus to put many lines of industry on the road to rapid recovery."

General Motors Show

Notable among the plans for this offensive is that of General Motors, which next week will hold joint exhibits of 11 different GM divisions (including Frigidaire) in 55 cities throughout the United States.

Simultaneously 25,000 General Motors dealers will have uniform window and showroom decorations. Advertising for the campaign will be conducted over the radio, in national magazines, in newspapers in each of the 55 cities which will have the exhibits, on billboards, with special mailing pieces, and by other means. The *Saturday Evening Post* for April 2 will carry a 10-page General Motors advertisement. Prize drawings, personal appearances of the most popular orchestras in each of the 55 cities, and other attention-getting stunts are planned.

An Attack on Attitude

President Alfred P. Sloan of General Motors declares that the program was developed as an attack upon the prevailing attitude of "waiting for something to happen."

Significant indeed is this move of a mighty corporation to *spend its own money* in the drive to restore confidence. Most of the schemes and programs which have been carried on to revive business in the last several months have had as their objective *getting the other fellow to spend his money*. Efforts have been chiefly directed toward persuading the "little fellow" to put his mite back into circulation, while the "big fellows" continued to retrench.

Confidence should be displayed by the leaders; the men at the top, before it can be expected to filter down to the millions. So long as the great industrial organizations continue to wear crepe and refuse to buy new equipment or place orders, Mr. Average Consumer cannot be blamed if he does not have much faith in the "conditions are essentially sound" and "prosperity is just around the corner" public statements of the industrialists.

Curing Economic Disorder

When an organization like General Motors displays enough confidence in its own products and its own future to spend millions of dollars on a dramatic, nation-wide promotional program, those

of small means may begin to believe that whatever it was which has been ailing our economic order is about to be cured.

Successive moves of this sweeping nature are likely to evoke following swells of returning confidence and returning money. As individuals and individual companies begin to solve their own particular problems and fight their way into the clear in their own especial situations, the general movement of business will start upward.

Heralded as one of the few industries which has weathered the depression, the electric refrigeration industry may feel that it is making a generous and useful contribution toward the rebuilding of normal business activity. Self-satisfaction, however, is not in order. The refrigeration industry still has a great many problems to lick, some housecleaning to do, and some new products to promote.

Promotion of New Products

It is in this latter field—the promotion of new refrigeration products—that the industry has its greatest chance to help blow away the clouds of depression. Air conditioning, for instance, is looming up as a market with potentialities as impressive as that for household refrigeration. And commercial refrigeration—which business has been losing ground rapidly during the last two years—holds forth possibilities of profits comparable to those of the lusty and ever-expanding household division of the industry.

The electric refrigeration industry has not waited in times past for "something to happen." It has developed its own market, prompted its own program to gain public acceptance. And indications today point toward the expenditure of similar effort and resources for the development of new markets for refrigeration products.

With the automotive industry now sending signals of genuine confidence from the "top" and spending huge sums of money to prove that the signals are sincere, and with the rumblings coming from the refrigeration industry of big promotional campaigns to create and cultivate new markets for its equipment, the man of modest means may take heart and begin to reach down in the sock.

Business, this "little fellow" senses, is a game of follow-the-leader. The somewhat related automotive and refrigeration industries are real leaders today; and it is more than barely possible that their bell-weathering may start the flock on a forward march.

GLEANINGS FROM RECENT PERIODICALS

DROP-IN BUYERS

AN automobile manufacturer recently told his dealers that 90 per cent of the buyers of cars in the price range in which he sells have never been contacted by the dealers' salesmen. "It would be tough," comments *Automobile Topics*, "on many a salesman if the house claimed the commission on every sale to a 'drop-in.'"

In pleasing contrast to the situation in the automotive field is the activity now going on in the electrical refrigeration industry. March is 10,000,000 Call Month, according to a well-planned campaign laid out by the Electric Refrigeration Bureau of the National Electric Light Association which is urging retailers to call on 10,000,000 prospects in a month.

This business of confining the majority of sales to drop-in buyers is, of course, a problem for the retailer. But when it reaches the state that is present in several of our larger industries, the manufacturer suffers—and suffers badly.

Being a new industry, electrical refrigeration has not been bound down by traditions. The successful manufacturers have been successful because they have seen to it that any dropping-in is done by the retail salesman and not by the prospect.

It would be a good thing for several depression-haunted industries if they would take a leaf from the electrical industry's book and make April their 10,000,000 call month.—*Printer's Ink*, March 17, 1932.

PRICE IS FRIGIDAIRE'S KEYNOTE

PRICE is the keynote of the 1932 Frigidaire sales campaign. The Frigidaire Corp. sized up conditions as they are this year and came to the conclusion that, as H. W. Newell puts it, the company "would have to hit price between the eyes in order to jar things loose."

"There are," he said, "two ways to lower prices: First, we could skimp on quality or cut dealer discounts. Second, we could maintain quality and dealers' profit margins and reduce our costs by increasing our volume. We are following the latter course."

"Our 1932 prices are based on an anticipated increased volume which the sales department has promised to sell. These new low prices are being featured in all of our dealer and consumer advertising and at our 38 dealer conventions that are being held throughout the country."

The 1932 quota will be reached, the company believes, by increasing sales of its present outlets and by going after new outlets.—*Printer's Ink*.

Letters from Readers

A Blanket Order

Summerheat Corp. of America
Dowagiac, Mich.

March 23, 1932.

Publisher:

We are enclosing our order for a renewal of subscription for ELECTRIC REFRIGERATION NEWS. Also for REFRIGERATED FOOD NEWS, each for one year. Kindly give us the benefit of any combination savings.

We have missed recent copies of your publication and did not realize that our subscription had expired. We were, however, conscious of a noticeable void in our knowledge of current events in the industry. As manufacturers of refrigeration units we would not feel safe in attempting to operate without the constant picture of conditions as reflected in your weekly publication.

Please see to it that we do not miss any more issues.

GEO. K. CULP,
President.

Merchandising Idea

United States Department of Commerce
New Post Office Bldg.
Portland, Ore.

March 19, 1932.

A. J. Barnaud, District Manager,
Bureau of Foreign & Domestic Commerce:

The copies of ELECTRIC REFRIGERATION NEWS, received with your letter of March 8, are very much appreciated. This material is of particular value, inasmuch as a large number of our contacts are interested in frozen fruit being produced in this country ranging from high-grade berries and vegetables to meat cuts. In addition, some of the latest and most progressive merchandising ideas can be found in this wide-awake publication for, as you may agree, sales methods displayed by the various manufacturers of domestic refrigerating equipment lead in the field of domestic merchandising in this country, if not the whole world.

J. B. BRETHERTON.

Gratifying

Kelvinator of Canada, Ltd.

March 5, 1932.

Publisher:

I was fortunate enough to be present at the meeting at Waldenwoods a few years ago when you presented the first issue of ELECTRIC REFRIGERATION NEWS.

I feel sure it is gratifying to everyone interested in electric refrigeration, as well as to us, to have a medium that keeps so in step with the industry. With kindest regards, I am,

PARK MANROSS,
Assistant General Manager,

Card of Thanks

Edw. N. Eberling & Co., Inc.
1532 St. Charles Ave., New Orleans
March 8, 1932.

Editor:

Thanks very kindly for the publicity on New Orleans in the late issue of ELECTRIC REFRIGERATION NEWS and your very generous description of our famous city. It was indeed a splendid write-up.

W. B. WANDS.

BACON BROTHERS NAMED DISTRIBUTOR FOR GIBSON

TOLEDO—Bacon Brothers, formerly distributor for Marshall furnaces and other household supplies, has taken over the Toledo territory to distribute Gibson electric refrigerators.

The firm, of which Paul A. Brown is sales manager, held a meeting for 150 prospective dealers in the Commodore Perry Hotel recently, at which officials from the Gibson factory attended.

Fred A. Delano, general sales manager; Herbert E. Young, eastern district manager; Ed Jacobs, assistant general manager; Elmer Born, manager Gibson service department; George M. Farrin, Middle Eastern district manager; Miss Jacqueline Frost, director of the home economy department; and W. R. Marshall, advertising and sales promotion department manager, were speakers.

CAMPAIGN MANAGER VISITS KELVINATOR PLANT

DETROIT—A. E. Ward, general campaign manager of the Associated Gas & Electric Co., visited the Kelvinator plant here, en route to New York last week.

Mr. Ward, who was accompanied by Campbell Wood, Kelvinator utilities director, was returning to New York after attending the National Commercial section of the N.E.L.A.

DUER MANAGES HEMP & CO. REFRIGERATION DIVISION

ST. LOUIS—B. G. Duer, former sales manager with the LaCrosse Refrigerator Corp., LaCrosse, Wis., is now manager of the refrigeration division of Hemp & Co., maker of ice refrigerators here.

Kinds Words Dept.

"I am told by my refrigerator friends that you have an ideal magazine for refrigerator and service men in the different lines."

"I have the service for the Kelvinator and also sales and service for the Universal."

"I will be pleased to know what you have that will help us in our work."—Harry Yauger, Vernon, N. Y.

"Each issue is 'chock full' of valuable information and is read with interest—I do not wish to miss a single copy."—C. E. Hamilton, Student Service Manager, Utilities Engineering Institute, 404 N. Wells St., Chicago, Ill.

"Please advise me subscription price of your publication and send me sample copy. I am an independent service man here and am interested in securing latest information on refrigeration and have been advised that your publication is excellent."—A. E. Ginther, 348 E. Maiden St., Washington, Pa.

"In order not to miss any copies, we are enclosing a check for three dollars (\$3.00) which we hope will entitle us to continue to receive the 'world's finest.'"—R. L. Morgan, Grigsby-Grunow Co., 1212 Alsdorf St., Lansing, Mich.

"We are extremely satisfied with the valuable information contained in your News which we sincerely consider the best publication in the refrigerating world."—Douane Refrigerating Co.

"These two papers I value highly and they are always getting lost around the office."—Frank L. Smith, Morrison, Ill.

"Your publication is quite necessary if we are to keep abreast of the times. The News is a great help in merchandising the absorption refrigerator as well as the compression type."—The Philadelphia Gas Works Co., 1401 Arch St., Philadelphia, Pa.

ELECTRIC REFRIGERATION NEWS is certainly a model trade paper—full of news and technical information, and excellently presented.—Albert H. Bernhard, The Electrical Necessities Shop, 2728 Church Ave., Brooklyn, N. Y.

"Please mail writer a copy of each, with bill for 1932, and will forward money to you."

"Have borrowed copies of News from the Norge distributor in Houston, and like it best of all."

"Will you send some subscription blanks? Will try to secure some new ones for you here."—Leon E. Thomas, Norge and Majestic salesman, 2907 Louisiana St., Houston, Tex.

"Your paper we find entertaining even in these cold and wet territories."—W. J. Van Wulfften Palthe, Van Hogenhoucklaan 26, The Hague, Holland.

"We have just taken in the Mayflower line of refrigeration and your publication (ELECTRIC REFRIGERATION NEWS) has come to our notice as being of advantage to refrigeration dealers. Would you kindly send us a sample copy?"

"We are particularly interested in getting a copy of the January issue, showing a full-page ad for the Mayflower refrigerator."—Meriden Oil Burner Co.

MAJESTIC DEALER HOLDS EXHIBIT OF PURE FOODS

KANSAS CITY—Daily attendance of between 600 and 800 persons was reported at the recent Kansas City Pure Food Show, which was sponsored by Mace-Ryer Co., Majestic refrigerator dealer, in cooperation with the Estate Electric Stove Co.

Miss Celia Bush of the Estate Electric Stove Co. conducted the cooking schools daily. A drawing was held at the close of the school each day and the 15 lucky numbers won baskets of groceries donated by the Associated Merchants.

The tickets, in order to be eligible for the drawing, were required to be filled out, answering the questions "Do you own an electric refrigerator?" and "Are you interested in purchasing an electric refrigerator this spring?"

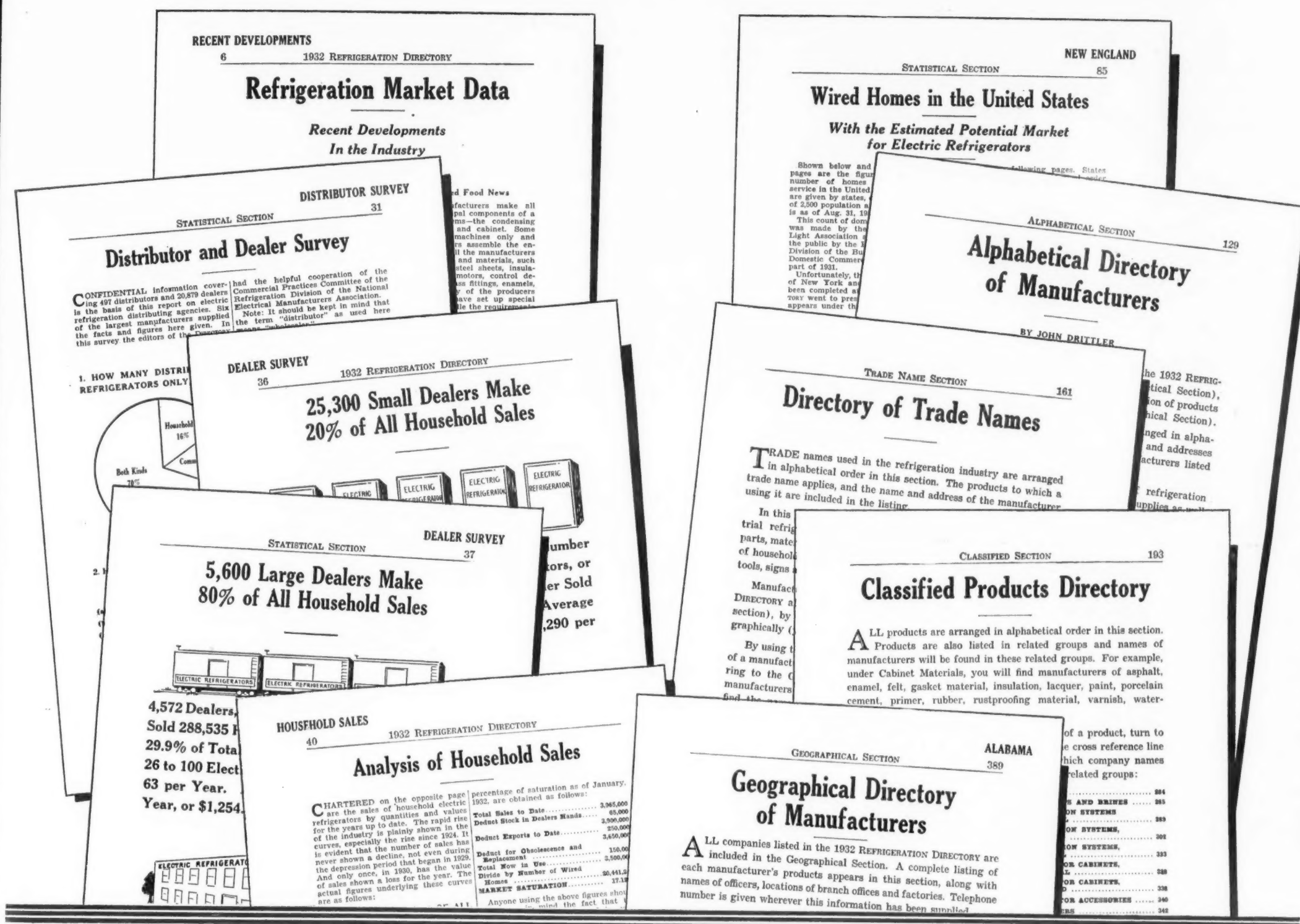
The Mace-Ryer Co. daily sold three Majestic refrigerators to the highest bidders. Others who made fairly high bids were considered prospects and are being followed by Mace-Ryer salesmen.

ICE COMPANY TO HANDLE ALL REFRIGERATION TYPES

PUTNAM, Conn.—Medbury & Trowbridge, ice dealers of 277 Main St., have incorporated with authorized capital of \$50,000, to deal in all types of refrigeration material, as well as ice. Paid-in capital totals \$14,000. R. S. Medbury and J. W. Trowbridge head the list of incorporators.

NOW READY!

1932 Refrigeration Directory and Market Data Book



470 Pages of Facts, Figures and Names

After six months of preparation, copies of the 1932 Refrigeration Directory and Market Data Book are now being mailed to advance subscribers. What started out as a buyers' guide has developed into the most complete assembly of facts and figures and names ever

compiled for the refrigeration industry. The Directory consists of 470 pages, 6x9 inches, bound in cloth, and includes statistical data of vital concern to every manufacturer, distributor, and dealer—to every individual within the refrigeration industry.

Here is an efficient, workable reference book of market data and buying information. If you have not ordered your copy, do so at once. It is worth many times its low price of \$2.00, postpaid in the U.S.

RUSH ORDER

Business News Publishing Co.,
550 Maccabees Bldg., Detroit, Mich.

Enclosed is \$2.00 for which rush me a copy of the 1932 Refrigeration Directory and Market Data Book. (Add 50 cents for foreign postage.)

Name

Address

City and State

BUSINESS NEWS PUBLISHING CO., 550 Maccabees Bldg., DETROIT, MICH.

KELVINATOR - CANADA HAS SALES CONTEST

LONDON, Ont.—An Empire Builders' Contest, open only to commercial salesmen, has been launched by Kelvinator of Canada as its first exclusive commercial competition.

The Empire which will be built is that of health through the elimination of unsanitary or wasteful refrigeration methods, the announcement tells the entrants in the contest.

Rewards in the contest will be given on the point system. Each article of merchandise—condensing units, Kelvin coolers, apartment house coils, dairy coolers, ice cube freezers, display cases, etc., will give the salesman a certain number of points.

A choice of prizes will be awarded. The salesman can wait until his points have piled up to 2,500 and get an English style dressing case; or, when he has reached only 250 points he may turn them in for a heavy aluminum case for his fishing rod.

Other typical prizes are: golf bag, 700 points; tackle box, 400 points; set of Community or Rogers 1847 silver, 1,800 points; reading lamp, 2,200 points; mahogany Duncan Phyfe Night Table, 2,400 points; silver cigarette case, 500 points.

This contest is similar to the Builders Contest now going on among commercial salesmen of Kelvinator Corp. in the United States.

LEONARD DISTRIBUTOR FOR CAROLINA APPOINTED

CHARLESTON, S. C.—The Gas Engine & Electric Co. has been appointed Leonard electric refrigerator distributor covering southeastern South Carolina, according to announcement by A. G. Wall, president of the company.

So They Visited Cuba



After reading about Cuba in "The Expansion Valve," Edwin Brown (second from the left), Copeland vice president, and H. M. Robin (right), export factor, visited the Copeland export agency on the island.

H. M. Robins Co.
120 Madison Ave., Detroit.
March 16, 1932.

Publisher:

I have seen some of the correspond-

ence which has passed between our Mr. John Mathews and Mr. Taubeneck. I have also enjoyed Mr. Taubeneck's obvious enthusiasm over Cuba. As a perennial visitor to Cuba over a period of

many years I can appreciate Mr. Taubeneck's reaction. Havana is one of the most delightful cities in the world. The Cuban people are among the most friendly, most courteous and charming nations with which one might have the pleasure of doing business. Moreover, the possibilities of business in the Lone Star Republic are unquestionably good. I can't say much for conditions of the immediate present, but Cuba has turned a good many corners in the past and has overcome almost insuperable business obstacles. I haven't the slightest doubt but that the present situation will resolve itself very soon into one that is much more favorable to both Cuba and the United States.

Of course the kernel of the whole Cuban situation is sugar. It is almost unbelievable that sugar could be bought at Cuban ports for less than one cent a pound, but such is the case at present. It is freely predicted that if sugar goes up to even one and one-half cents a pound, which figure is far below the normal average, business will again be good.

Copeland refrigerators are distributed in Cuba by Messrs. Angones y Cia., the "Casa Grande" department store. This is one of the fine old houses of Havana. Mr. Angones, its founder, has been in business on the same corner for over 43 years. The house which bears his name has a splendid reputation for integrity, as well as for up-to-date methods of merchandising.

In addition to Mr. Angones other executives of "Casa Grande" are: Mr. Manuel A. Ramos, managing director; Mr. Herman Gomez, director; Mr. Jose Martin, director; Mr. J. Santamarina, manager of publicity, and Mr. Jose L. Villamil, manager of the refrigeration department.

Many years ago Havana learned the important lesson of sanitation. It has never forgotten this lesson, and as a consequence the cleanliness and efficiency of mechanical refrigeration have an especially strong appeal. Restaurants, soda fountains, meat markets, milk dispensaries, cafes and bars are rapidly being equipped with electric refrigerators. In these installations the Cubans are giving full play to their native ability to use ornamental tiles and marbles effectively and artistically. The result is that many of these installations are really works of art.

I am enclosing a photograph which was snapped on the pier shortly after our boat landed. Unfortunately there isn't in it any typically Cuban background.

Suffice it to say Mr. Brown of the Copeland enjoyed his week in Havana to the utmost and his visit was equally appreciated by the Angones y Cia. executives.

H. M. ROBINS,
President.

PORCELAIN HOUSE TO BE BUILT BY FERRO

CLEVELAND—Ground will be broken May 1 for a house of porcelain enamel to be constructed here under the sponsorship of the Ferro Enamel Corp. The architect is Charles Bacon Rowley & Associates, B. F. Keith Bldg.

The Ferro porcelain enamel-faced residence will have an exterior of buff, resembling limestone, and will be of a dull "Matte" finish rather than the usual glossy porcelain finish. A band of silver green will be under the parapet and form a belt course above the first story.

The porcelain enameled roof shingles will be in three shades of russet color. Rustless steel will be used in the entrance detail and in windows and doors.

Patents Held by White Castle

Patents covering method of construction, as well as other patents pending, belong to the White Castle System of Eating Houses Corp., Wichita, Kan. They were developed by Lloyd W. Ray, superintendent of construction, White Castle Corp., and are for sale by the Metal Building & Sales Co., Wichita.

Used since 1923 by the White Castle System of Eating Houses Corp. in the construction of small buildings which house hamburger-and-coffee lunch counters, these porcelain enameled buildings have proved to be economical, sanitary, fireproof, soundproof, weatherproof, easily cleaned, and readily movable from one location to another, the corporation states.

Resistant to Elements

The house will give absolute resistance to the elements, according to R. C. Harmon of the Ferro Enamel Corp., which is sponsoring the erection of the house to demonstrate the practicability of porcelain exteriors for such uses.

It believes that the finish will make practical the all-metal house, produced largely in advance of erection. Upon completion, the Ferro house will be open for inspection.

Insulation of the walls will be of mineral wool and fibre board, making the 6-in. total wall thickness equal in efficiency to a 17-in. masonry wall.

Exterior Porcelain Sheets

Exterior porcelain enameled sheets are in the form of panels a half-inch deep. In these a fibre insulating board is held by a waterproof glue. The panels vary in size up to about 30 in. square.

Special steel studs are fabricated and provided with bolts, which in turn are attached to an outside strip of sheet steel. This steel strip is fitted with a porcelain enameled batten which slips down over it.

A waterproof felt washer is then placed back of the porcelain batten. As the bolts are drawn up from the inside, the batten is tightened against the washer and porcelain enameled panels which form the surface of the outside wall.

The horizontal joints have a slight ship-lap, so that nothing is exposed to the weather but the porcelain. Steel deck floors on metal joists will be finished with a concrete fill and wood or tile.

Layout of House

The order for the porcelain enamel house was placed by Ferro Enamel Corp. with the Louisville Enameled Products Co., Louisville, a firm which specializes in the porcelain enameled metal parts such as wall-tile, roof shingles, radiator covers, etc.

The house will be located on campus drive, near Notre Dame College in the Cedar-Green subdivision owned by the Van DeBoe Hager Co., Cleveland real estate firm.

It consists of a long living room, dining room, kitchen and breakfast nook and attached garage, four bedrooms and a bath.

VICE PRESIDENT OF NORGE OUTLET DIES SUDDENLY

BALTIMORE—Paul M. Steffy, vice president and treasurer of Columbia Wholesalers, Inc., Norge distributor, died recently, following a brief illness.

Mr. Steffy was employed by Columbia Wholesalers in 1923, following his graduation from college. He was first a clerk, then office and credit manager, and three years ago became vice president and treasurer.

He is survived by his widow, Mrs. Gertrude Scharf Steffy, and two children.

Refrigerator Motors

Capacitor or Repulsion- Induction



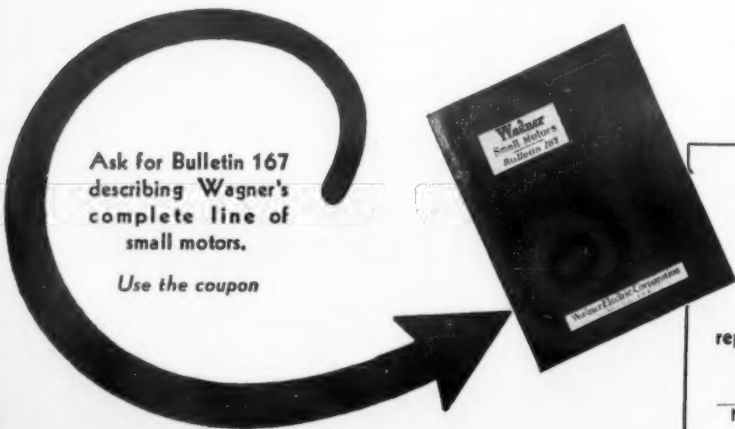
Type RZHR capacitor motor—quiet and vibrationless—drip-proof—rubber-cushioned—wool-yarn lubricated—unbreakable steel frame and base. Conduit box is integral part of condenser box, accessible from the front.



Type KAR repulsion-start-induction motor—quiet and vibrationless—rubber-cushioned—wool-yarn lubricated—unbreakable steel frame and base—can be had with open, drip-proof or totally-enclosed endplates.

Wagner builds both types—capacitor and repulsion-start-induction. Also split-phase, squirrel-cage and direct-current.

Wagner's line of motors is complete. Whatever your need, there's a Wagner motor built to meet it.



Ask for Bulletin 167 describing Wagner's complete line of small motors.

Use the coupon

WAGNER ELECTRIC CORPORATION
6441 Plymouth Ave., St. Louis, Mo.

Gentlemen:

Please send copy of Bulletin 167 on Wagner capacitor, repulsion-start-induction, and other small motors.

Name and Position

Firm

Address

S232-4B

Wagner Electric Corporation
6441 Plymouth Ave., St. Louis, Mo.

GOOD NEWS

For quick sale we are making a very special concession on high quality cabinets suitable for multiple or remote installations. These will go quickly. Write or wire for prices.

Gibson Refrigerator Company
Greenville, Michigan

OIL-O-MATIC DEALERS ATTEND CONVENTION

BLOOMINGTON, Ill.—Every phase of the dealer set-up for sales of Williams Oil-O-Matic oil burners was covered at a meeting of 253 dealers and salesmen, March 18, at the Oil-O-Matic factory.

Earl Ross, sectional sales manager, opened the meeting by talking on business conditions in general, saying that while singing the blues, business men overlook the fact that 40,000,000 men are at work and that 95.5 per cent of the bank deposits are not involved in the bank failures.

ABC's of Dealer Procedure

R. D. Marshall took up a new booklet, "Dealer Procedure," which was given to each of the dealers present. Such ABC's as the ideal showroom, showroom and demonstration equipment, office equipment, assembly rooms, department personnel and their duties and relations, sales control, mapping territory, classifying products, finding, hiring, and training salesmen, advertising, sales meetings, instalment selling, and service department routine, all covered in the booklet, were stressed by Mr. Marshall.

In the morning session C. U. Williams, president of William Oil-O-Matic Heating Corp., was introduced, and emphasized the point of Oil-O-Matic dominance in the field as a goal for which dealers should strive in 1932.

Advertising Manager Talks

D. M. Frank, advertising manager, opened the afternoon meeting, following luncheon at the factory, with an outline of the advertising program for the year. He mentioned newspaper advertising, direct mail, booklets, and sales helps.

Newspaper advertising was recommended as the ideal medium through which the Oil-O-Matic dealer can reach his prospect quickly and effectively. New booklets, "Captains of Commerce," and "Around the World with Oil-O-Matic," were two of the new pieces of sales literature introduced.

List Prominent Users

"Captains of Commerce" is a compilation of more than 2,000 names of prominent men in the business world who own Oil-O-Matics. The other booklet tells of interesting installations all over the world.

W. A. Matheson, manager of the Chicago branch of the Williams Oil-O-Matic Heating Corp., told the dealers that "Enthusiasm should be the salesman's leading stock in trade."

Branch Issues Challenge

His challenge that the Chicago organization could outsell any other during the period from April 1 to April 30 was snapped up by Mr. Marshall on behalf of the Philadelphia dealer organization, which plans a 30-day sales campaign known as the Spring Sales Smash.

Earl Nesmith, sales engineer, discussed the various Oil-O-Matic models and presented a new Oil-O-Matic Service Manual.

R. D. Marshall followed with a discussion of instalment selling to conclude the meeting.

How To Attract Prospects As Told By an Office Manager

By Willis Parker

WHITTIER, Calif.—As a means of driving home the fact that great savings may be achieved by users of electric refrigerators, Miss P. S. Jarvis, office manager of Jarvis Bros., electric refrigerator dealer of Whittier, has developed a device that represents a bag of money hanging inside the box with the replicas of food products.

At first glance, the prospect would suspect that the small bag, constructed of fine netting, contained gold coins of various denominations. A closer inspection reveals that they are chocolate candy wafers covered with tinfoil bearing an imprint that simulates that on coins.

When the prospect looks into the demonstration refrigerator and sees that bag of pseudo coins, she is immediately interested and her curiosity is aroused.

"That represents the amount of savings you will make in a year by the use of an electric refrigerator," Miss Jarvis explains. "No, it's not real money, but the average customer thinks it is for the moment and our initial statement that it represents savings to be made paves the way for a detailed explanation of how these savings may be achieved through longer preservation of food products or through buying in larger quantities and preserving the excess in the refrigerator."

"I bought the candy to hang on our Christmas tree, but the possibilities of putting it to a more practical use dawned on me before I ate it."

In response to the question on how she presented the matter of electric refrigeration to her prospects, Miss Jarvis declared that she found that the most successful method was that of

merely answering the prospect's questions.

"The person who comes to our salesroom, comes because she has certain questions regarding modern refrigeration to ask. Perhaps she has visited other dealers and inspected their offerings. Electric refrigeration is so widely accepted by housewives these days that it is unnecessary to start right in with a detailed exposition, for much of it would be 'old stuff' to the visitor."

"However, there are definite questions she has in mind—questions she wants to ask immediately. Therefore, as soon as possible it is best to provide an opening for the customer. Then, answer each question fully and without superfluous words, so the visitor will have a chance to fire the next ones."

"One of our problems is confining the visitor to a size she should have. We have to hold many of them down. They have been advised by the manufacturers' advertising and other dealers, and, in a measure, by friends, that they may buy in quantities and preserve the surplus in the refrigerator. That is fine and one thing they should do, but there is a tendency, we find, to overestimate the size box that is necessary. It arouses a good feeling in the mind of the prospect to hold her down a bit and therefore save her money, instead of pushing her up to the higher priced appliances."

"We find that 75 per cent of our sales are to young married couples. No young couple wants to begin housekeeping without an electric refrigerator. We strive to sell them a medium-size unit—one that will meet their needs for the next several years."

Memphis Norge Dealers Plan 1932 Activities



Norge dealers of the Memphis area planned 1932 sales in a recent meeting held by the Gambill Distributing Corp., Memphis, Tenn.

WASHINGTON DISTRIBUTOR HOLDS LEONARD MEETING

WASHINGTON, D. C.—Southern Wholesalers, Inc., distributor for Leonard electric refrigerators in Washington, D. C., northeastern Maryland, and northern Virginia, held a meeting for its 200 dealers recently at the Lee Hotel, to hear 1932 plans of merchandising.

A group of officials from the Leonard factory in Detroit spoke to the assembly and included: R. I. Petrie, general sales manager; A. M. Taylor, director of advertising, and J. J. O'Neil, business manager, Refrigeration Discount Corp. William E. O'Connor, president of Southern Wholesalers, Inc., F. C. Ferber, secretary, and H. E. Hyde, sales manager, also spoke to the dealers.

GENERAL ELECTRIC CUTS 'WHITE COLLAR' SALARIES

SCHENECTADY, N. Y.—A 10 per cent income cut for all "white collar" employees of the General Electric Co. who are on fixed salaries will become effective April 1, it was announced at the general offices, March 21.

It was not stated how many employees it would affect or what is the average salary of these workers, who include all executives and administrative employees, as well as clerks and other office workers.

The company has been readjusting the wages of its factory workers downward for several months, but no further cut was ordered for April 1, it was stated. This reduction is the first affecting the "white collar" workers of the company.

NEW GIBSON DISTRIBUTOR TO HOLD DISPLAY

CLEVELAND, March 30.—Midwest Wholesalers, newly appointed distributor of Gibson electric refrigerators for the Cleveland area, opens a show of Gibson models in the Hotel Statler today. Dan Nolan, formerly a radio distributor, and Max Myer, head the firm.

NORGE SALES GAIN IN BALTIMORE AREA

BALTIMORE—Norge electric refrigeration sales in the Baltimore-Washington area were three times as great in the period Jan. 1 to March 1 as they were last year in the period Jan. 1 to May 1, according to a statement by Columbia Wholesalers, Inc., distributor.

What Powered for the TROPICS



means to the dealer and the user

You've seen Norge advertised as "Powered for the Tropics" . . . the phrase is full of meaning for the Norge Rollator Refrigeration Dealer and for the user.

In the Norge factory, Hot Room Tests are made in a room heated to 120° Fahrenheit. Every Norge must be able to refrigerate and make ice in this torrid zone temperature.

The extra cooling power of Norge results from the use of the Rollator . . . the original and exclusive Norge Mechanism which is big enough to do the job.

Norge makes more cold than will ever be needed from day to day in the kitchen . . . but that extra power comes to the user in terms of unwavering refrigeration . . . power to meet all emergencies and a surplus for long life . . . more years of Norge usefulness.

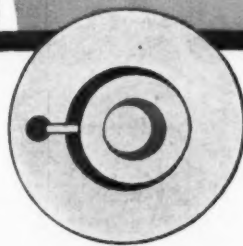
Actual user satisfaction has brought about the enormous popularity of Norge. It brings additional sales to the Norge dealer from friends of Norge users . . . it simplifies selling and cuts selling costs.

The direct benefit of Norge power to the dealer is the service free feature of the mechanism. The Rollator has only three moving parts revolving in a permanent bath of protective oil, under pressure. There are few requests for service from Norge users . . . the service that is required is simple and represents a minimum of cost.

With Norge the dealer keeps what he makes . . . his profit does not dissolve in excessive service calls.

With the Norge Merchandising Plan, the Norge Advertising Program and the Extra Cooling Power of Norge the Rollator Refrigeration dealer is sitting pretty!

● THE ROLLATOR—A roller rolls and there's ice . . . the action of the Norge Rollator is just as smooth and simple as that. It's extra powered . . . simple . . . service free . . . almost everlasting.



NORGE

Rollator refrigeration

NORGE CORPORATION, 658 EAST WOODBRIDGE STREET, DETROIT, MICHIGAN
NORGE CORPORATION IS A DIVISION OF BORG-WARNER CORPORATION, ONE OF THE WORLD'S LARGEST MAKERS OF PRECISION PARTS, INCLUDING AUTOMOTIVE FREE WHEELING

CYCLOPS OPENS STORE IN OAKLAND, CALIF.

OAKLAND, Calif.—The Cyclops Refrigeration Division of the Cyclops Iron Works of San Francisco, has opened a domestic refrigerator store at 1215 Fallon St.

S. Hoffman, office manager of the new branch, has been with the Cyclops organization for four years.

ELECTRIC SHOP FEATURES THREE LINES

CINCINNATI—Mabley & Carew Co. has opened an electric shop featuring Kelvinator, Crosley and Majestic electric refrigerators; Philco, Crosley and Majestic radios; a complete line of electric washers and kindred electric furnishings for the home.

An Opportunity

Los Angeles man not seeking "JOB" but connection that can be made profitable. Pleasing personality, excellent reputation, able furnish any recommendations required. Many years experience merchandising electric refrigerators and major electrical appliances direct and through trade. Be glad negotiate with Eastern manufacturer needing West Coast representation. Address Box 434, ELECTRIC REFRIGERATION NEWS.

J. WALTER THOMPSON CO. AGENCY FOR RANGE DRIVE

CHICAGO—The J. Walter Thompson Co., advertising firm, has been selected by the National Electric Light Association and the National Electrical Manufacturers' Association to conduct their three-year campaign promoting the sale of electric ranges.

Preston S. Arkwright, president of the Georgia Power Co. will be chairman of the National Electric Cookery Council, now in the process of organization, under whose auspices the campaign will be conducted.

A quota of 225,000 electric ranges has been set for the first year of the campaign; 325,000 for the second year, and 500,000 for the third year.

The budget set up includes a contemplated expenditure of \$200,000 in magazines during the first 12 months of activity.

All funds employed for advertising in anything but local media, are to be contributed by the manufacturers, leaving local effort to dealers, merchants, distributors, and power companies.

An outline of a proposed advertising and promotional program as submitted by a subcommittee of which Joseph W. Busch, of Chicago, is chairman, has been approved by the executive committee representing members of N.E.L.A. and N.E.M.A.

William H. Hodge, vice chairman of the Cookery Council, pointed out that statements indicating anything in the nature of a competitive attack on the gas industry were unfounded.

CAMDEN SHOW WILL HAVE 11 EXHIBITORS

CAMDEN, N. J.—Elaborate preparations, including a big advertising campaign utilizing radio broadcasting, highway posters and local and suburban newspapers, are under way for the 1932 Spring Electric Refrigeration Show to be held April 4-9, inclusive, in the Public Service Bldg., 418 Federal St., under the sponsorship of the Electrical League of New Jersey.

Distributors of the following 11 makes of refrigerators have entered the exhibitors' list: General Electric, Westinghouse, Frigidaire, Copeland, Mayflower, Leonard, Majestic, Coldspot, Gibson, Kelvinator and Norge. No less than 80 concerns, including distributors and their dealers, will participate in the show, admission to which will be free.

A number of outstanding features are being arranged in conjunction with the show. It is planned to hold a cooking school—classes in home economics—each afternoon in the lecture hall on an upper floor, while the main exhibition is on the sales, or first floor of the building.

Representatives to Lecture

Representatives from several houses will lecture before the classes each afternoon. A representative from Birds-eye Frosted Foods is coming on from the central office of the concern to lecture and demonstrate, and a chef from the Walt Whitman Hotel of this city will speak on and demonstrate appetizing salads.

An unusual phase of entertainment for a show of this kind will be a special style show on one evening of the event, to demonstrate to the women the newest garments appropriate for kitchen wear. It is expected that at least 100 persons will each attend the classes in home economics. At last spring's refrigeration show there were 6,000 visitors at the exhibits, 184 refrigerators were sold on the floor and upwards of 1,000 live prospects obtained. Because of the special features and added interest in electric refrigeration, it is believed the attendance will considerably exceed the figures of 1931.

Billboards To Be Used

Twenty full-sheet billboard posters advertising the show are being placed on the highways leading into Camden, some of them illuminated, the themes being "Invest in Electric Refrigeration," and "Safeguard Your Family," following out the plan of the National Electric Light Association, and there will be a special billboard poster for the show building. Daily for two weeks before the show, and two days during the period of the exhibition, there will be broadcasts from the Camden Station WCAM.

Advertisements of the show will be run in the morning and evening editions of one Camden daily newspaper and six suburban papers, five of these being weeklies and one a daily, starting three days before the event begins.

Both the radio and the billboard advertisements will continue through the present year. Following, but not during the show, the league will issue free to those requesting it, a recipe book, whereby it is planned to check up on the effectiveness of the drive for electric refrigeration.

H. K. Suckling, Camden, is show manager, and P. D. Gardner is chairman of the refrigerator committee. John Cornish, of the Ivanhoe Division, E. Miller Co., in Philadelphia, a subsidiary of General Electric, is president of the league, in which there are approximately 75 member concerns, each of which is represented by more than one person. The league is made up of members from Public Utilities Central Station, manufacturers of electrical equipment, maintenance engineers and contractors.

SPEAKER TELLS VALUE OF STORE AIR CONDITIONING

WATERBURY, Conn.—The possibilities of air conditioning in its application to industrial and mercantile establishments were described by two speakers at a meeting of the Connecticut Section, American Institute of Electrical Engineers, in the Hotel Waterbury, March 15.

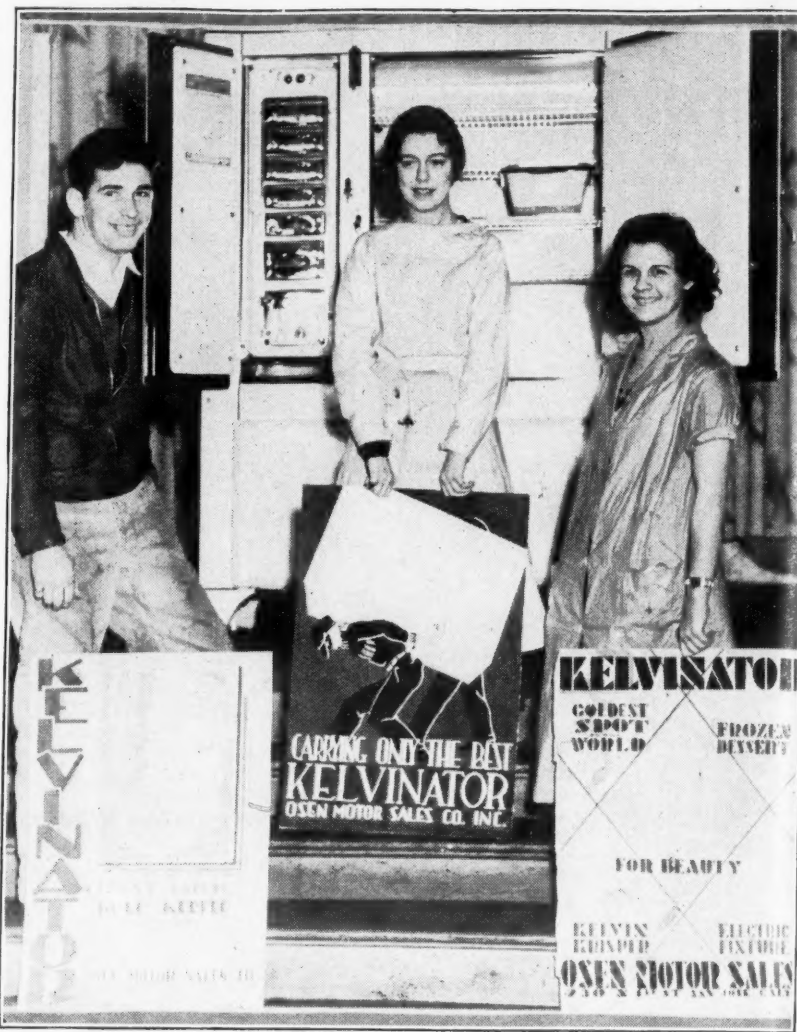
Eugene D. Milener, industrial research representative of the American Gas Association, and William L. Keplinger, of the Carrier Engineering Corp., were the speakers.

Both discussed the progress made during the past 25 years in air-cleansing and humidity-control. Room-cooling, they stated, is an infant industry which is on its way toward becoming a giant.

HAWAIIAN KELVINATOR OUTLET HOLDS DRIVE

HONOLULU, T. H.—The Weldsteel Supply Co., distributor of Kelvinator products, recently mailed 245 pieces of commercial literature to Honolulu meat and other dealers in a drive for commercial business, according to Paul Stermer, head of the company.

Poster Prize Winners



Elizabeth Knorpp (center), San Jose State College student, won first prize in a Kelvinator poster contest sponsored by Osen Motor Sales Co.

College Students Win Poster Prizes

SAN JOSE, Calif.—Students of the art class at San Jose State College under the direction of Miss Estella Hoishold recently competed in a contest sponsored by the Osen Motor Sales Co., Kelvinator dealer, for the most attractive Kelvinator posters.

Prizes went to Elizabeth Knorpp, Richard Wells, and Vivian Grigsby. The winning posters were exhibited by the Osen Motor Sales Co. Miss Knorpp's poster showed two men carrying a Kelvinator, and said "Carrying only the best—Kelvinator. Osen Motor Sales Co., Inc."

NORGE DEALER OPENS NEW STORE

STAMFORD, Conn.—Cunliffe's appliance merchandising organization which handles Norge refrigeration in the Stamford territory, has occupied a new store at Main and South Sts., consolidating its sales operations.

Two stores, at 22 and 318 Main St., were formerly maintained. Wilfred Cunliffe heads the concern.

District Manager



RALPH F. HOTTON

NEW YORK CITY—Ralph F. Hotton has been appointed district manager for Kelvinator Sales Corp. in New York State, according to Kelvinator officials.

Mr. Hotton had a previous connection with the Kelvinator Utilities division. He was district manager for the Detroit Edison Co. for a number of years, was in the electrical appliance business for a time, and served as branch manager for another electric refrigeration company.

Mr. Hotton is a native of Sault Ste. Marie, Mich. He was educated in the Soo Business College, Detroit Business University, and had a course in electrical engineering.

WESTINGHOUSE ROBOT TO APPEAR IN BUFFALO SHOW

BUFFALO—"Willie Vocalite," Westinghouse robot, will be one of the entertainment features of the electric refrigeration show to be held in Buffalo, April 11 to 16. The show is being sponsored by the Electrical League of the Niagara Frontier through its refrigeration division which functions as the Electric Refrigeration Bureau of Buffalo.

Twelve distributors, handling the products of Copeland, Crosley, Frigidaire, General Electric, Kelvinator, Leonard, Majestic, Mayflower, Mohawk, Norge, Servel and Westinghouse, will take part in the exhibit.

Each exhibitor will have the privilege of displaying seven models, one of which will be in the window, one in the foyer and five in his own booth.

George J. Reichert, merchandise manager of the Western Division of the Niagara-Hudson Power Corp., is chairman of the local bureau and is in general charge of the arrangements for the show.

LEE VALADE HEADS UNIT SALES FOR DISTRIBUTOR

MIAMI, Fla.—Lee Valade has been chosen to head the refrigeration department of the Westinghouse Electric Supply Co., distributor of Westinghouse electric refrigerators in Florida, according to Del Brunskill, sales manager, who announced other additions to personnel at the same time.

Leo Herndon, formerly with Hotpoint appliances, will handle dealer contact from the Tampa, Fla., territory. J. A. Mook, Jr., with the company about 10 years, will handle dealer contact in the Jacksonville and Miami, Fla., areas.

E. G. Marx and H. F. Frick have been appointed service managers in the Jacksonville and Tampa, Fla., territories, respectively.

Dealer meetings displaying the new all-steel all-porcelain line were held in Jacksonville and Tampa, Fla., by the company recently.

FRIGIDAIRE FEATURED IN COOKING SCHOOL

STAMFORD, Conn.—A Frigidaire household model occupied the center of the stage at the annual cooking school sponsored by The Stamford Advocate, evening newspaper, during the week of March 7-12, conducted by Mrs. Edna Riggs Crabtree, home economist.

The refrigerator was furnished by the Downes-Smith Co., Frigidaire dealer for Stamford and Darien.

KELVINATOR WATER COOLERS USED IN HOSPITAL

EL PASO, Tex.—The El Paso Electric Co. has installed 14 CW-83 Kelvinator water coolers in the government owned William Beaumont General Hospital, here.

**Faster,
safer
deliveries**



**with WEBB
Slingabout**

Registered U. S. Patent Office

Up the steps in jig-time goes the refrigerator delivered in a WEBB Slingabout. The strong webbing sling, reinforced with sole leather, offers convenient hand-holes on every side.

Safety to the refrigerator and to the walls and woodwork of your customer's house is assured by this thickly padded, flannel-lined canvas jacket.

Cleaner, quicker deliveries mean greater profit for you. WEBB Slingabouts are tailored to fit every mechanical refrigerator. Tell us what line you handle and we will gladly quote prices.

WEBB MANUFACTURING COMPANY
AMBER & WILLARD STS. PHILADELPHIA, PA.

INTERCHANGEABLE

... THREE TYPES ...
of SINGLE PHASE MOTORS

No one type of fractional horse power Single Phase Motor is best suited to the more than 500 small motor applications in general use. That's why we are prepared to supply 3 different types of entirely different characteristics, namely:

Repulsion Start Induction—Brush-lifting and Brush-riding Capacitor—Single and Multi-speed

Split Phase—Resistance and Reactance Start

All three can be supplied with interchangeable mounting dimensions . . . together with companion Three-phase and Direct-current Motors. . . Century Application Engineers are at your service.

**Century
MOTORS**

"THEY KEEP A-RUNNING"

CENTURY ELECTRIC COMPANY
1806 Pine St., St. Louis, Mo.

40 U. S. and Canadian Stock Points and More Than 75 Outside Thereof

Single Phase, Three Phase and Direct Current Motors - Motor Generator Sets - Rotary Conveyors - Fans and Ventilators

INTERCHANGEABLE

FOR MORE THAN 28 YEARS AT ST. LOUIS

IDEAS AND IMPRESSIONS • COMMENT • VIEWS AND EXPERIENCES

By F. M. COCKRELL

Executive Committee

Last week, in Chicago, I attended the meeting of the Executive Committee of the Electric Refrigeration Bureau of the National Electric Light Association. I was one of three trade publication representatives elected to membership on the Committee at the previous meeting held sometime last fall.

We (the Executive Committee) approved a budget calling for an expenditure of \$320,000 by the Bureau during 1932. We also approved various plans proposed by the Plan Committee.

The plans, it appears, are prepared by Lord & Thomas and Logan, New York advertising agency. The money is furnished by ten manufacturers of electric refrigerators, all of whom are members of the Refrigeration Division of the National Electrical Manufacturers Association.

A considerable part of the 1932 money, we were informed, had already been expended, or at least commitments for such expenditure had been made.

When things are done cooperatively a lot of procedure is necessary. The directing heads of the Electric Refrigeration Bureau are past masters in the art of cooperative procedure.

Cooperative Procedure

Business executives often see the need for cooperative activity in an industry but find themselves thwarted in their efforts to work out constructive plans because of their inability to persuade a group of competitors to agree on any kind of a program.

Each one has been successful in developing his own business, but they are "babes in the wood" when it comes to a cooperative enterprise.

They are able to dominate their employees, their stockholders, and their boards of directors but when they face a group of independent executives of equal rank, their time-tested methods do not get the same result. They do not understand cooperative procedure.

But, as previously mentioned, the men behind the N.E.L.A. Bureau program have had a lot of experience and know their stuff. Some of the executive committee members, including myself, did not know just what it was all about, but we all approved the \$320,000 expenditure after a few polite questions and a reasonable amount of discussion.

Some of the contributing companies do not know just what they are paying the money for—at least two of them have told me so recently—but they are going along with the others because it seems to be the thing to do.

Last year the Bureau program was not as successful as it might have been because too many electric refrigeration distributors and dealers did not know what it was all about.

Telling the Trade

The trade press was blamed for this lack of understanding and the resultant lack of complete success of the program.

Last year, speaking for ELECTRIC REFRIGERATION NEWS, we had a hard time trying to find out anything about the Bureau activities.

When I visited the N.E.L.A. headquarters in New York I was accused point-blank of publishing news which had not been "officially released."

The advertising manager visited headquarters and was given to understand that trade papers were not needed to carry the message to the industry.

The editor made one visit, expressed his feelings as a result of the interview in a few terse paragraphs, without mentioning any names, and never went back.

We did print a lot of news about the Electric Refrigeration Bureau activities—columns of it—but the editors went directly into the field for the information.

Publicity Wanted

This year, it appears, things are going to be different. Last year's error in procedure has been rectified. Representatives of the trade press now sit on the Executive Committee. Publicity in electrical publications is not only welcomed but is being demanded.

Okay, N.E.L.A. headquarters, if it's publicity you want, you are going to get it—and plenty. But don't get the idea that it is all going to be sugar-coated.

If you want this industry to know all about what the Electric Refrigeration Bureau is doing, we'll tell 'em. But we want to give our readers the news while

it is still news and not when it is 60 days old.

Don't forget that you have \$320,000 to spend and you ought to do something worthwhile with all that money.

ELECTRIC REFRIGERATION NEWS maintains a staff of 35 people, travels its editors all over the country, and turns out more than a million pages of stimulating information about electric refrigeration every month with less money than that.

So let us know what you are doing at headquarters and in the field, and what those 10 manufacturers are getting in return for all of that coin.

Remember that I am a member of the Executive Committee now—whatever that means—and you may be sorry of it before the year is over.

Generous Electric

After the N.E.L.A. meeting, which was held at the Edgewater Beach, we all went to the Drake Hotel for a dinner party as guests of the General Electric Co. It was a humdinger.

Merlin H. Aylesworth, president of National Broadcasting Co., former managing director of National Electric Light Association, had been invited to the party but was unable to attend. He sent about \$50,000 worth of radio talent as a proxy.

Announcer King came along as master of ceremonies and Niles Trammell, Chicago manager of N.B.C., was on the job. Jane Froman, the Three Doctors, Glenn Sisters, Merriman Quartette, Hal Stokes and his orchestra were among the entertainers.

Amos 'n' Andy

Highlight guests were Freeman Gosden and Charles Correll of "Amos and Andy" fame. They arrived early and were centers of interest all evening. They had such a good time themselves that they came back after their 10 o'clock broadcast and rejoined the party.

Aylesworth had informed Gosden that he would meet his double who proved to be none other than T. K. Quinn, vice president of General Electric and former general manager of the Refrigeration Department.

The likeness between the radio star and Quinn is startling. Height, profile, color of hair and other features of the two men are almost identical. Both have the same engaging smile and many of the same mannerisms. Underneath the physical resemblance, both have high speed mental machines which click in every situation like a motion picture camera.

I had doubted reports that Gosden could impersonate so many of the characters in the perpetual serial of Lennox avenue, but he personally assured me that he is Amos, the Kingfish, Lightnin', and Brother Crawford.

Incidentally, the team broadcast the 1,247th episode in the life of "Amos 'n' Andy" that night (Monday, March 21). There is a demonstration of the rewards of perseverance and enthusiasm for an idea. Those boys make a lot of money and have a good time doing it.

Frigidaire

Another interesting affair which I had the good fortune to attend recently was the Frigidaire dinner and district sales meeting in Detroit last Saturday night.

Every time I sit in one of these meetings where there are several hundred electric refrigeration salesmen, I am impressed by the man power of this industry.

If they are one-half as enthusiastic in the everyday routine of the job as they are at a convention it is easy to understand why they sell refrigerators.

And a salesman needs all the enthusiasm he can muster these days—or at any other time. Even the prospect who intends to buy usually takes a negative attitude toward the product, the company, the salesman, the price and the proposition as a matter of trading habit.

If the salesman spends all of his time with prospects, he begins to believe them. He needs to hear the other side of the story frequently just to keep a balance.

He also needs all the information about his product that he can absorb. Too many salesmen seem to exhaust all of their energy just getting the interview. If the prospect gets curious about the product and begins to ask questions, they are sunk.

They Believe Him

In the spotlight at the Frigidaire meeting was H. W. Newell, newly-appointed vice president and sales manager. Here was a young man, unexpectedly plucked from a territorial job to occupy a high position of great responsibility.

Here were two or three hundred salesmen ready to size up the new chief. Also present were several General Motors officials from the Detroit headquarters

of the corporation. Even the officials admitted that they had known Mr. Newell only a short time.

If, by any trick of fate or misjudgment of character, a self-centered individual had been picked for that position, he would probably have been burdened by self-consciousness of his importance.

But it was evident that Newell's mind was filled with the problems and possibilities of Frigidaire and the men before him. His problem was to synchronize the man power of the sales organization with market potential of the product.

By the time he had finished, no one could doubt that he believes the product and the price are right for the present-day market. The response of the salesmen indicated that they believe it too.

Confidence

Much has been said during the depression period about confidence, or the lack of it, on the part of the public. There has been a lot of talk about restoring confidence.

Too much of the effort, it seems to me, has been in the direction of trying to get the wage earner to part with his small savings as a patriotic duty. He has been implored to buy something to help get the wheels of industry turning again.

In the meantime most of the industrial executives and bankers, with large financial interests to protect, have been so scared that they would not buy anything.

It reminds me of a remark which I heard Henry L. Doherty make during

the previous slump, back in 1921. Commenting on the condition of affairs at that time, he said:

"The big men are mighty tame these days."

The public was yipping for somebody to do something, but the erstwhile leaders had disappeared from the picture. They had crawled in the hole and pulled the hole in after them.

Prosperity leaders are like fair-weather friends.

Good Example

An inspiring contrast to the common corporation attitude right now is that of General Motors which will spend a million dollars or more for a nationwide advertising campaign, beginning next Saturday.

General Motors officials apparently have confidence in themselves, their companies, their products and the public.

When big business and big money are willing to step out and show themselves, the little buyers with their little savings will probably come out of hiding to see what is going on.

As an old school superintendent told me one time in talking about the problem of school discipline:

"You can't DRIVE them, but you can LEAD them anywhere."

Leading Out

Bankers and big business led the small investor and small business man into the mess. They ought to do some of the leading out.

It was hard for me to understand why it should be necessary for the government to undertake the job of getting hoarded money back into the banks.

If the banks have a service to sell

why shouldn't they do their own advertising and selling just as the electric refrigeration industry does?

There was a time when a financial statement and the names of the officers and directors looked impressive, but not now.

Today the public is suspicious that the statement has been doctored and the reputation of many directors is not so good as it was.

Up to the Banker

An editorial in a house organ issued by a Detroit concern (Speaker-Hines Printing Co.) expresses the idea thus:

"It is going to take more than 'Save for your old age,' 'Provide now for your children's education,' 'Join our Christmas Club,' and like slogans, to stop thousands of potential savings bank depositors from hoarding."

"The papers are constantly carrying news that presents the negative side of banking; it is up to the bankers to present the positive side."

"It will take a great deal more than lists of boards of directors to establish confidence in banks in the mind of the average man who has a few extra dollars beyond his immediate needs."

"The mass of people now sees a bank as just another business, managed by men who have no better idea of what the morrow is to bring forth than the corner storekeeper."

"Five dollars in a vest pocket right now is wealth, while five dollars in a bank is looked upon as playing a long shot. This isn't pleasant reading but it is altogether true."

"It is up to the strong banks, the sound, conservatively managed banks, those that have a real service for all classes of society, to bring banking back to its once high place in the business world. This can be done only by selling banking to the general public by applied salesmanship on the part of individual banks."

PENN TYPE L

the only

TEMPERATURE · PRESSURE

or

DUAL CONTROL

for

TRUCK REFRIGERATION



● Penn Type L is used by such outstanding companies as Kelvinator, Servel, Meyer-Rody, Frigidaire, etc.

Magneto Grounding Contacts Combined with Standard Controls To Meet Any Requirements

Specify PENN SWITCH

Remember, whatever your control problem is in truck refrigeration, we urge you to write us immediately. If you will give a complete analysis of your requirements, our engineers will make special recommendations. Or if you prefer, we will gladly have a representative call at your request. There is no obligation.

We manufacture a complete line of automatic electric switches for all refrigerants including ammonia for every purpose and application, including Temperature Controls, Low Side Suction Controls, Dual Controls, Pressure Controls, High or Low Pressure Cut-Outs, Signal Alarms, Water Regulators, and the famous Penn Type J Unit Control. Write for information and prices. Simply address

PENN ELECTRIC SWITCH CO.
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with offices in

New York, Boston, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles, Seattle, Milwaukee, Minneapolis, St. Louis, Buffalo, Cincinnati, London, Eng., Lyons, France; Osaka, Japan; Wellington, New Zealand; Barcelona, Spain.

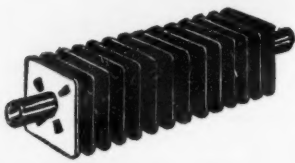
WITHSTANDS shocks and vibration . . . operates perfectly uphill or down . . . no mercury tubes . . . nothing to come loose or change adjustment.

There is actually only one dependable switch for the control of refrigerated trucks . . . Penn Type L. It gives sensitive and accurate control of pressures and temperatures under even the most adverse conditions . . . rough roads, bumps and jars, steep inclines and vibration.

The contacts are made with a definite snap action due to the patented, exclusive Penn Magnet Structure . . . Penn Type L is always consistent in its operation and not subject to breakage, damage, or deterioration.

Type L is available in a number of special applications . . . either for temperature and pressure control with high pressure safety cut-out or without it. Or again it can be supplied with reverse action . . . to open high and close low on temperature or pressure. Send for complete specifications and prices.

BUSH FINNED TUBING



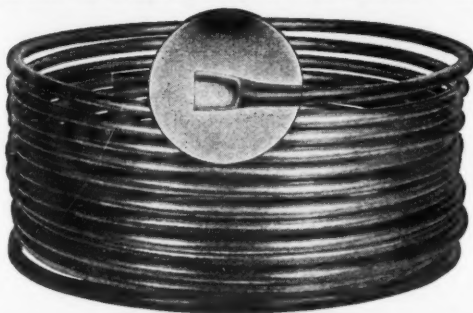
INDIVIDUAL SQUARE FINS

With modern equipment for quantity production and 22 years experience in the manufacture of finned tubing we are ready to meet the various requirements of the refrigeration industry for condensers or other fabricated forms of finned tubing.

THE BUSH MFG. CO., HARTFORD, CONN.

DEHYDRATED COPPER TUBING

Highest quality seamless Copper Tubing. Plain or Tin Plated



Made to A. S. T. M. specifications (B68-30T). Ready for quick installation. Prompt shipment.

WOLVERINE TUBE CO.

SEAMLESS COPPER BRASS & ALUMINUM

1491 Central Ave.

Detroit, Mich.

Ansul Sulphur Dioxide UNIFORM ALWAYS For direct charging

Pure, bone dry. Every container analyzed. A perfect product guaranteed.



Nine sizes of cylinders from 2 to 150 pounds. Also ton drums. Stocks in principal cities.

ANSUL CHEMICAL COMPANY MARINETTE - WISCONSIN



CELLANITE

for BREAKER STRIP INSULATION

An odorless and odor repelling (non-phenolic) thermal and electrical sheet insulating material. Practically unaffected by moisture, oil, chemicals, and temperature extremes. Will not easily warp, swell, soften or deteriorate. CELLANITE remains accurate throughout long service and offers permanent insulation efficiency under all conditions.

CONTINENTAL-DIAMOND FIBRE COMPANY NEWARK DELAWARE



EXTRA DRY ESOTOO

TRADE MARK REG'D U. S. PAT. OFF.

The Purest Sulphur Dioxide SO₂ REFRIGERATION GRADE GUARANTEED

Service men rely on our Personal Service and quick deliveries from our own and from agents' stocks.

Write, wire or cable where we may serve you. Cable address "Eustis Boston".

VIRGINIA SMELTING CO.

West Norfolk, Virginia

F. A. EUSTIS, Sec'y 131 State St., Boston, 75 West St., New York

How To Supervise Salesmen

As Told By K. S. Crighton, Westinghouse Sales Supervisor

By Phil B. Redeker

EVANSTON, Ill.—The sales supervisor, now recognized as an important cog in the human sales machinery of a great many distributing organizations, functions properly when he conveys the refrigerator manufacturer's policy and plans to the salesman, trains the salesman to be an efficient merchandiser, and handles the men under him in a way that will encourage them to better their position with the company.

The above ideas are the fundamental principles of a sales supervisor's work as pointed out by K. S. Crighton, supervisor for the Frank H. Johnson Co. (Westinghouse distributor for Chicago metropolitan area) bases his activities.

Crighton is in charge of the salesmen who work out of the Evanston, Ill., retail store. His men cover the north side of Chicago as well as Northshore suburbs which extend as far north as Winnetka.

The refrigeration industry is attracting a class of men who perhaps constitute the highest type of specialty merchandising agents ever to sell the products of American industry, Crighton believes.

Qualities of Successful Salesmen

The qualities of aggressiveness, perseverance, and hard labor intelligently expended, which are necessary for the refrigeration salesmen to be successful, aren't qualities found in the make-up of the old-time "high pressure" drummer, and this latter type is rarely found in the refrigeration game, Crighton believes.

"The 'high pressure' salesman usually shot his story in one mighty effort, adopting a 'now or never' attitude in his sales talk," Crighton says. "People who are buying refrigeration, however, want to shop around a bit and get the full facts before they sign up for something which is to give them a lifetime of service."

Inexperienced Men Make Good

That is why many inexperienced but intelligent individuals are making such good records as refrigeration salesmen, Crighton points out. Present industrial conditions have caused business men who once held responsible positions in the business world to turn to selling on a commission basis as a means of obtaining a livelihood.

Of the salesmen working under Crighton, none had previous experience in selling refrigerators and few had any sales experience whatsoever.

"Our leading salesman for 1931 was a man who had worked most of his life as a purchasing agent," Crighton states.

Train New Men Rapidly

The supervisor's real work lies in training these men to be efficient sales-getters as quickly as possible.

When an individual is accepted by the Frank H. Johnson Co. for a trial as a salesman he is given an initial schooling at the main offices of the distributorship.

Here he is taught the fundamentals of the Westinghouse unit, something about the operation of competitive makes of refrigerators, and the principal reasons for the necessity of proper refrigeration facilities in the home.

He is then sent to the retail store where he will get the remainder of his training from personal contact with the supervisor, by actual experience in the field, and by an exchange of experiences and ideas with other salesmen at daily morning meetings.

Morning Meetings Important

"The salesman gets the greatest part of his training in these morning meetings," Crighton says. "We encourage the men to bring up at these meetings every problem which confronts them."

"The chances are that the problem will be an old one for some of us, and can be readily answered. If it is a new one, we can thresh it out to the benefit of all."

"In these meetings we often have one of the salesmen act out a part of the actual floor demonstration, to be criticized in a friendly manner by his fellow salesmen."

"I feel that this is a valuable device because it creates confidence in the salesman who has to make the demonstration before such a severe group of critics, and because 'dramatization' will bring out the good and bad points in a sales presentation better than any other plan."

As the link between the distributor and 20 salesmen, Crighton is responsible for a certain quota of sales. He acts as a field instructor (and aids in closing sales) to his men, who are in turn responsible for the turning in of so much business from a certain piece of territory through direct solicitation.

Because he is responsible for a certain amount of business, Crighton must have salesmen who will eventually produce results. While stating that it is impossible to lay down any sort of a criterion for a successful salesman, he

believes that there is one particular requisite for success.

"Confidence in the product and a belief that the prospect needs your product is absolutely essential," states Crighton.

"Sales are made when that confidence and feel of a need are transmitted to the prospect, and if the salesman isn't confident and enthusiastic on these points he can never get the prospect to see things his way."

An individual who once worked under Crighton apparently had all the qualities that go to make a good salesman save the one of belief in his product.

"This man came to me one day and said, 'Ken, I guess I'll have to quit. I'm convinced that there is too much hokey in our arguments, and when the prospect starts raising objections I have a tendency to agree with him. Instead of my selling him, I get sold on his viewpoint,'" Crighton relates.

Customer Not Always Right

The old motto that the "customer is always right" may be a good one in some cases, but it's a fatal mistake to agree with a prospect who is raising some sales resisting arguments, Crighton points out.

Crighton instructs the "rookie" salesman to go about his activities in the following manner:

(a) Report for the brief morning meeting, then get out in the territory to make as many new contacts as possible.

(b) Gain entrance to prospect's home by asking permission to show the direct economy and convenience afforded by an electric refrigerator.

(c) After gaining admission to the home and after proper introduction, launch into the need for refrigeration and the savings possible with an electric model, using the sales album as an aid to visualizing the essential points, which may be classed as elimination of spoilage, savings effected by quantity buying, elimination of left-overs, and actual savings in operating costs.

'Can't Afford It' Argument

"In view of the fact that the 'I can't afford it' argument is the greatest piece of sales resistance we have to deal with, it isn't a bad idea to attack it from the start," says Crighton.

"Even for the rare prospect who is going to buy on the basis of pride of possession or convenience alone, this argument is valuable in that it creates an appreciation of value that leads the prospect not to consider price as all-important, but rather to get plenty of refrigeration to meet his needs adequately."

The salesman is taught to gain the confidence of the housewife to the extent of obtaining from her figures on her kitchen operations which, when entered on a special printed form carried by the salesman, will show clearly the savings to be effected by electric refrigeration.

First Call on Prospect

The salesman is advised to tell as much of his story on the first visit as is possible without boring the prospect.

He is urged to obtain dimensions of the part of the kitchen or pantry designed for the refrigerator so that he can concentrate on the correct model in a showroom demonstration.

"The matter of knowing the size of refrigerator which will fit the prospect's needs and kitchen is all-important," says the Westinghouse supervisor. "I have seen sales lost because the salesman failed to check on this detail."

Salesmen are taught never to leave the prospect's house without making some sort of future appointment—preferably in the evening when both man and wife are at home.

"I explain to salesmen that a minimum of three-working-nights-a-week is necessary if they are to be successful," Crighton says.

"Better than 80 per cent of our sales are made at night, and the greatest share of these are made in the home."

"Showroom demonstrations are important because when the prospect gets before the cabinet he can see the advantages other than savings which the electric refrigerator presents, and the old pride of possession factor will probably loom up."

Daily Report Sheets

On his return to the office at the close of the day the salesman fills out a daily report. This gives the supervisor an opportunity to analyze the way in which the salesman is using his time and to see that proper follow-ups are made through the use of a prospect appointment record.

"We advocate that the salesmen contact a number of users each day, as we realize that the satisfied user is our greatest sales help," Crighton explains.

"It has been found that of man and wife, the woman has the greatest influence in bringing about the purchase of a refrigerator."

"Our salesmen are taught to create

impressions that will be effective on the basis of a woman's viewpoint.

"They, therefore, stress savings, eye-appeal, and convenience features when talking to the woman. In the last two years more women have been going into the kitchen to do their own work than ever before, and they are paying a great deal of attention to the type of equipment which will go into such a kitchen."

"If the man is interested in the mechanical features of the unit, we will dwell at some length on the technical aspects of it."

"However, I have seen a man with an opposing pre-conceived idea of what is the best unit swung over to our viewpoint if his wife was convinced on our product."

Salesmen are not taught to select one certain time to close the order, Crighton points out.

The whole sales argument is part of the closing process, he says, and if properly carried out, the matter of asking for the order is but a mere, though necessary, formality.

Must Do Entire Job

In discussing the work of the supervisor as a "closer" for new salesmen, Crighton explains that, while it is necessary at first, the sooner such service can be dispensed with the better.

Training salesmen is a matter of creating efficient manpower, he believes, and the sooner an individual can do the whole job by himself, the more efficient he becomes.

"Salesmen all take their turn in the showroom and the new ones get valuable experience in this line of duty."

"I will let a new man start with a prospect and when he needs help I go to his aid, usually to use methods which will help the prospect to visualize some of our sales points."

"For instance, the Spencer disk which snaps when heat is applied and which also snaps back to its original position when attacked by low temperatures, demonstrates our 'built-in watchman' control which protects the unit against motor overload and which affords an automatic restart when the danger has passed."

Nature of Direct Mail

Salesmen learn of the method of direct mail literature distribution and are supposed to know the nature of the literature so that they can make intelligent follow-ups. They learn to carry literature with them to leave at homes where an interview is not possible.

Smart salesmen will put their name and address on such literature, Crighton says, because many prospects have entered a salesroom carrying such a piece of literature.

"Such prospects, when they are in the market for refrigeration, will turn to such contact as they may have had with the field," Crighton says.

Salesmen are also kept informed as to the type of refrigeration advertising which the Westinghouse company does, and often carry large advertisements from some widely read periodicals in their sales kit.

Competition Between Groups

As competition is the life of trade, so is internal competition a great part of the life of organized units in a distributing organization, and contests between various districts and teams are carried on almost constantly, Crighton points out.

Teams are organized with a view to making the contest as close as possible, and a point system on a quota basis is used to make the contest interesting to every salesman. Prizes consist of a dinner given for the winner, or some such stunt.

"The spirit aroused by these contests often proves a real factor in getting sales," Crighton avers. "Team captains and fellow members often go to the aid of one of their team mates to give the added sales punch that enables him to close the prospect."

"Inserting a little fun and competition into any business will always bring about a greater interest on the part of the humans connected with such an enterprise," is Crighton's belief.

LEONARD DEALERS FORM NORTHERN MICHIGAN MEET

MENOMINEE, Mich.—The Northern Hardware & Supply Co., Leonard distributor for the Upper Peninsula, entertained its dealers at a meeting in the Menominee Hotel, March 14.

A. C. Jordan of the sales promotion department, R. W. McCasky, district sales manager, and J. J. O'Neil, new business manager of the Refrigeration Discount Corp., were speakers from the Leonard factory organization.

Representing the Northern Hardware & Supply Co. were W. A. Shockley, president and secretary, and A. B. Lendved, vice president.

Luncheon was served to the more than 30 dealers present. A movie show showed the two Leonard plants at Detroit and Grand Rapids, Mich.

ELECTRICITY SUBJECT OF ARMCO PROGRAM

MIDDLETOWN, Ohio, March 28.—The electrical industry, the "Master Servant" of us all, was the subject discussed by George M. Verity, chairman of the board of the American Rolling Mill Co., in his talk tonight over WLW and W8XAL, Cincinnati, over the Armco Ironmaster program.

The speech follows:

Great tragedies, either in life or in business, usually bring reform and progress. During periods of business recession lessons are learned that are not absorbed in more prosperous times. In this outstanding era of readjustment and reconstruction we have come to see, as never before, the interdependence of men, of groups, and of nations.

Discusses Electrical Industry

It, therefore, behooves each of us and when we can to speak of and work for our friends and associates whose combined activities make progress possible for us all.

It is in that spirit of needful cooperation that we have at various times discussed the magnitude and importance of other outstanding industries in this—our radio hour. This evening I want to tell you something of the great electrical industry—The Master Servant of us all.

Any real understanding of electricity, like the germ of life itself, seems securely locked in the bosom of the unknown. A single generation brought forth the genius of Thomas Edison, George Westinghouse, and Charles P. Steinmetz, inventors and developers of this new force which has so greatly changed our lives.

Development of Niagara

The marvelous development at Niagara, and the harnessing of kindred gigantic hydro-electric projects; the telegraph; the motor; the telephone; the radio; the airplane; the dirigible; the automobile—all pay allegiance to electricity. It has turned night into day; it can amplify the slightest whisper into a globe encircling shout, or cause the rhythmic beat of a human heart to be heard around the world.

In 1931, 70 per cent of our entire population was living in electrically lighted homes. The number of domestic customers was 20,382,000, and last year each paid an average electric bill of \$33. The total electric bill of the nation, however, was \$2,172,000,000. Approximately 4,000 power stations transmit this current over 210,000 miles of high tension wires, extending into 20,000 towns and cities.

America is becoming a nation of motorized homes. To turn the switch

and let electricity do the rest has become a habit. There are 20,000,000 electric irons in American homes today; 9,500,000 electric vacuum cleaners; 10,500,000 radio sets; 8,500,000 electric washers; 8,000,000 electric toasters; 6,000,000 electric fans; 6,000,000 percolators; 3,500,000 electric heaters; 3,500,000 electric refrigerators; and 1,000,000 electric ranges. These useful appliances have made home work easier for millions of American women.

Edison's Street Car

The development of electricity for motive power is one of the great romances of American business. In 1880 Thomas Edison perfected a strange contrivance that hauled two cars of Edison employees at the rate of 20 miles an hour. In 1884 the first electric street car line was installed in Cleveland, which, while not entirely successful, created misgivings in the hearts of the horse-car line owners.

Richmond, Va., however, claims the first successfully operated electric street railway in 1888. An old darkey, startled by the strange sight, exclaimed: "De white man first freed de slave, and now he done free de mule."

Today, electric power is gradually but surely replacing steam power on our railroads. It has been used to great advantage in mountain regions and at terminals for many years. One hundred and fifty gigantic electric locomotives, with a promised speed of 90 to 100 miles an hour, are now being built for use on the Pennsylvania Railroad from New York City to Washington, D. C.

What a picture of progress it all pre-

Illinois Utility Men Visit Kelvinator



T. L. Mauldin (second from left, front row), Kelvinator field representative, brought a group of 10 sales officials of Central Illinois Public Service Co. to inspect the Detroit plant.

sents since the first commercial application of electricity by Samuel Morse in the development of the telegraph in 1844!

Many of us remember the blaze of light that greeted us at the Columbia Exposition in 1893, where 250,000 incandescent and eight arc lights represented the first lighting experiment on a large scale. Later the Pan-American Exposition at Buffalo, and the World's Fairs at St. Louis and San Francisco gave a spectacular demonstration of electric lighting effects.

First Power Plants

The business of selling electricity began in Appleton, Wis., and New York City, who share the honor of introducing the first power plants in 1882—one operated by steam, the other by water.

From such small beginnings the great electrical industry has grown until today more than 600,000 individuals are directly employed in the electrical manufacturing plants of the country, and \$9,500,000,000 are invested in the industry.

Step into a modern power house some day and watch those whirling generators working tirelessly at their job of gathering this strange invisible force from nowhere. And then ponder over the mystery of those silent transformers through which the electrical energy passes on its way to hungry machines and millions of homes, hundreds of miles away.

Spirit Typified by Edison

And here's where the iron and steel industry steps in. Inside of both the generator and the transformer is a core made of hundreds of sheets of alloy steel some as thin as sheets of paper—of themselves a triumph of research and engineering.

America owes much to the vision and indomitable courage of the leaders of the great electrical industry. Its spirit is typified by Thomas Edison's last message. He said: "I have lived a long time. I have seen history repeat itself again and again. I have seen many depressions in business. Always America has come out strong and more prosperous. Be as brave as your fathers were before you. Have faith! Go forward."

Who can review the history of American industry and doubt its continued progress?

SEARS, ROEBUCK PLANS RETAIL STORE EXPANSION

CHICAGO—Sears, Roebuck & Co. will extend its retail store expansion into the New York metropolitan area this year, erecting three new \$1,000,000 department stores in Brooklyn, Hackensack, N. J., and Union City, N. J., according to announcement by Robert E. Wood, president of the firm.

He stated that real estate transactions for "rather large tracts of land" in the three cities had been completed. In addition to the building cost of \$1,000,000 each, Sears will spend about \$4,000,000 for fixtures and equipment.

VOLUNTEER FIREMEN GIVE KELVINATOR AS PRIZE

DOVER, N. J.—The 20,000 volunteer firemen who are members of the New Jersey State Exempt Association recently decided to stage a prize contest, and considered various merchandise prizes.

Features of the S-7 Kelvinator were presented them by D. A. Fichter, domestic refrigeration salesman for the New Jersey Power & Light Co., and, as a result, the firemen selected it as second grand prize.

GOULD-FARMER CO. NAMED HOTPOINT DISTRIBUTOR

PORTLAND, Me.—Gould-Farmer Co., General Electric refrigerator distributor in Maine and Vermont, has been appointed distributor of General Electric Hotpoint electric ranges.

G-M VICE PRESIDENT TO SPEAK IN DAYTON

DAYTON, March 30.—Richard H. Grant, vice president in charge of sales of General Motors Corp., and former head of Frigidaire Corp., will speak on "Getting Business in 1932" at a meeting arranged by the Dayton Chamber of Commerce, April 4. Approximately 600 are expected to attend.

Mr. Grant's first experience as sales director was with National Cash Register Co. here, and later with Delco Light Co. in its earlier stages. He was then with Frigidaire Corp., and went on to Chevrolet.

He later became vice president of General Motors Corp. in charge of sales, the position which he holds now.

The Chamber of Commerce has arranged for a dinner at the Biltmore Hotel to precede the meeting. The program includes Seymour Simons' orchestra, a chorus of dancers, musicians, and "Orlando," 13-year-old accordion player.

ST. CLOUD BUREAU PLANS '32 ADVERTISING CAMPAIGN

ST. CLOUD, Minn.—Outdoor advertising, along with added newspaper space, will be the media for an extensive campaign planned by the Electric Refrigeration Bureau of St. Cloud for the months of April and May.

A spring refrigeration exhibit is under discussion, but final plans have not yet been made for it. The plan will be to use cooperative billboard advertising, augmented by newspaper advertisements bought by individual members.

Manufacturers represented by members of the St. Cloud bureau are: Mayflower, General Electric, Frigidaire, Coldspot, Majestic, Universal, Trukold, Copeland, and Kelvinator.

Prompt Shipment on BUCKEYE Electric Refrigerators



Retail at
\$99⁵⁰

F. O. B. FACTORY

A REAL electric refrigerator—time tested and dependable—at a price your customers can afford to pay. Every feature standard. Model 53:—5½ cu. ft.—three trays—63 cubes. Ranco Thermostat—Leland Motor—American Radiator expansion valve—Balsam Wool insulation. Enameled steel cabinet—vitreous porcelain lining.

Model 71: 7.18 cu. ft.
\$159.50 F.O.B. Factory



NOT an experiment or a promise—but a practical and time proven success. Thousands of these fine, automatic, electric refrigerators are now in use—and scores of large merchandisers have already found them to be the fastest sellers and the best profit makers for 1932. You can meet the demand right now—when the season is at its peak. Carloads are going out daily and the quicker you order a shipment started your way, the bigger your profits will be for this year. Write at once for complete details including full factory guarantee.

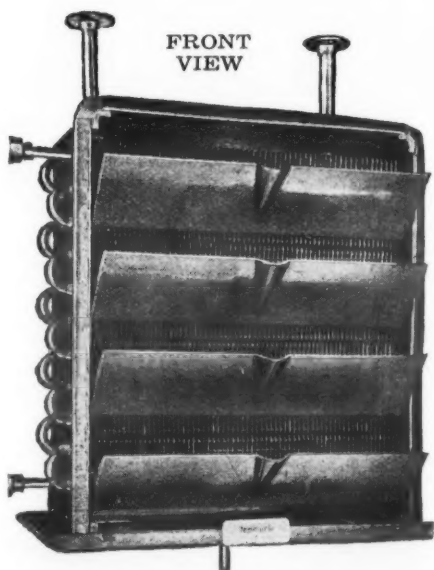
Some good territories still open to distributors

Domestic Industries, Inc.
MANSFIELD OHIO

The Humidi-Cooler

The revolutionary new development which is solving all refrigeration problems in Meat Markets, Restaurants, Delicatessen Stores, etc.

- Lower Initial Investment
- Lower Installation Costs
- More Capacity—Requires Only 1-10 the Space
- No Baffles or Drip Pans
- Saving in Electricity
- Quick Cooling Without Temperature Variation
- Constant Air Circulation
- Automatic Frost Control
- Adaptable to Every Refrigeration Use
- Positive Control of Humidity



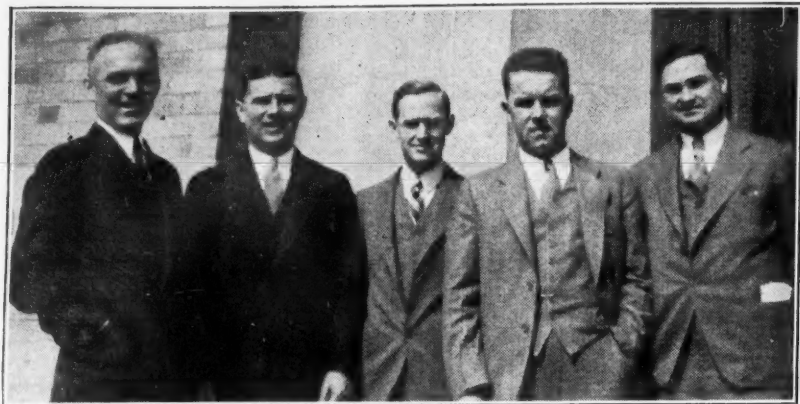
THE refrigeration industry has gone to great lengths in attempting to supply proper humidity using frosting and defrosting cycles and non-frosting coils. No positive method has heretofore been developed.

Now the Humidi-Cooler solves this problem positively so that regardless of outside conditions proper relative humidities can be maintained in the refrigerated area. No free water will collect at any point.

The refrigerated food products will not dry out. Beef, for instance, is about 75% water. Thus, 75% relative humidity in a constantly circulated air will not have a tendency to disturb that water content.

The Sawyer Engineering Co.
Milford, Conn.

Utility Men Visit Kelvinator



Three members of Metropolitan Edison Co., Reading, Pa., recently visited the Kelvinator plant. Left to right: Regional Manager Burton, Leslie Weiss, H. A. Thomas, B. D. Barr, Reading, and District Manager Kelsey.

OLLENDORF-HIRSCH, INC., WILL DISTRIBUTE SERVEL

BALTIMORE—Ollendorf-Hirsch, Inc., distributor of RCA-Victor products, has been appointed distributor for Servel electric refrigerators in this territory, according to announcement by George Ollendorf, head of the firm.

This marks the first entrance of the Ollendorf-Hirsch organization into the electric refrigeration field. The firm has headquarters in the Candler Bldg., 714 E. Pratt St.

PROFESSIONAL SERVICE

Testing Laboratory
For refrigerators
and refrigerating equipment
George B. Bright Co.
Refrigerating Engineers and Architects
2615 12th St., Detroit, Mich.

Testing Service

for Domestic and Commercial
Electrical Refrigeration

Testing and experimental
laboratory service for Man-
ufacturer, Distributor, Cen-
tral Station. Test data ex-
clusive property of client.

**Electrical Testing
Laboratories**
80th St. & East End Ave.
NEW YORK

Dealers! You need these
Finest Quality Enamel.
PRICES RIGHT.
orders filled promptly—
875 Def. 450 1/2

Fulco
Refrigerator
COVERS
Insure deliveries with-
out scratched or brok-
en enamel. Write for
prices.
Fulton Bag & Cotton Mills



Balsam-Wool
Sealed Slabs
NATIONALLY
ACCEPTED
Completely satisfactory
Refrigerator Insulation

WOOD CONVERSION COMPANY
Industrial Sales Offices:
CHICAGO, 360 N. MICHIGAN AVE.
New York, 3107 Chanin Bldg.
Detroit, 515 Stephenson Bldg.
San Francisco, 149 California St.

Advertise Wisely, League Told

PHILADELPHIA—Advice to "make the most of the advertising dollar in 1932" was given to the electrical industry on March 10, by Leonard Dreyfuss, advertising counselor of New York, in addressing a luncheon meeting of the Electrical Association of Philadelphia at the Bellevue-Startford Hotel. More than 200 men, many of them merchandisers of electric refrigerators, attended.

A careful analysis of the individual needs of business was urged by Mr. Dreyfuss, the speaker pointing out that "there is no place today for the 'average' business man."

Business, he asserted, must be on a more efficient and more highly organized plane in order to progress during times of depression than during the ordinary course of prosperity expansion. The proper analysis of the various advertising outlets to best suit the requirements of the industry was cited by the speaker as a cogent factor in profitable selling.

CHICAGO HOUSE GROUP TO BE KELVINATOR EQUIPPED

CHICAGO—"Edgewater Housing" is the name given to a group of two-story apartment home units for 18 families to be erected on a unique plan immediately on North Hermitage Ave.

These units will be equipped with Kelvinator electric refrigerators, according to Albert D. Levy, a Chicago architect, who conceived the idea, designed the group, and managed all details of their construction and tenancy.

A model of the group is part of a window display now being shown at Commonwealth Edison, Chicago. The units will be built around a garden court, and will follow modernistic designs.

TWO HOME ECONOMISTS APPOINTED BY KELVINATOR

DETROIT—Miss Madeline Dulso, Grand Rapids, Mich., and Miss Ethel M. Augur, Lima, Ohio, have been added to the staff of Kelvinator factory home economists, according to Vance C. Woodcox, sales promotion manager.

Miss Dulso is a graduate of Michigan State College, and before coming to Kelvinator in February, was teaching home economics there.

Miss Augur, before joining Kelvinator, had two years' sales experience, nine months' training in nursing and dietetics, and was assistant to the home economist at Kenton College in Ohio.

Both are now doing home economics work for Kelvinator in the field.

REFRIGERATION PASSES BUGGIES AS TAX SOURCE

LINCOLN, Nebr.—Buggies, formerly an important source of revenue, have given way to electric refrigerators, milking machines, and electric washers as items for taxation in the State of Nebraska, according to the tax schedule in that state.

Buggies were formerly assessed and listed with wagons, but they have been omitted from the new tax schedule adopted by the State, and new items such as those mentioned, as well as dairy equipment and electric ironers, have been added.

INDIANAPOLIS RADIO FIRM SELLS SPARTON LINE

INDIANAPOLIS—Establishment of a retail refrigeration and radio department by the Kruse Radio, Inc., 33 W. Ohio St., here, has been announced by Charles J. Kruse, president. The company will continue to serve as wholesale distributor in various lines.

The downstairs department, which formerly was used for servicing, has been remodeled. The Sparton line is being featured.

ATLANTA SHOW HELD BY 12 DISTRIBUTORS

ATLANTA—Twelve distributors with 60 models of electric refrigerators took part in a five-day Electric Refrigeration Show sponsored by the Atlanta Journal which closed Thursday in the Egyptian ballroom of the Shrine Mosque.

The show was announced by a full front page of news, refrigerator recipes and stories of the program to lend interest to the exposition.

Fanchon and Marco with their Modern Minstrels topped the entertainment for each evening with dance acts; "Three Page Boys," a trio of tap dancers, and other vaudeville acts shared the spotlight.

Easter Menu Featured

An Easter menu, prepared by Miss Clara Dean, home service director of the W. D. Alexander Co., occupied top column space on the front page of the Journal which announced the show.

Demonstrators were assigned to each booth to explain the various makes of refrigerators and to prepare frozen dainties. Menu pamphlets were given to each visitor.

Additional exhibits included special ice cube trays, vegetable containers, water coolers.

Exhibitors Listed

Firms represented included: W. D. Alexander Co., General Electric; Hopkins Equipment Co., Norge; Peaslee Gaulbert Co., Servel; Beck & Gregg Hardware Co., Mayflower; James K. Polk Co., Mohawk; Advanced Refrigeration, Inc., Frigidaire.

Capital Electric Co., Majestic; Gilham Electric Co., Fada; Graybar Electric Co., Kelvinator, and Sears, Roebuck & Co., Coldspot.

The inside pages of the section were given over to display advertisements of the various firms and their products.

RHODE ISLAND LEONARD DEALERS HEAR OFFICIALS

PROVIDENCE, R. I.—A. J. Nichols, president of Ballou, Johnson & Nichols Co., welcomed 90 dealers to a Leonard electric refrigerator convention, recently, to hear factory executives outline 1932 plans.

R. I. Petrie, sales manager of the Leonard Refrigerator Co.; A. M. Taylor, director of advertising of the company; J. J. O'Neil of the Refrigeration Discount Corp.; Glen E. Rogo, eastern district manager; H. E. Dawson, manager of the Electrical League of Rhode Island, and the Electric Refrigeration Bureau of Rhode Island, and H. R. Tracy, sales manager of Ballou, Johnson & Nichols Co. were the speakers.

A movie of the company's plants in Detroit and Grand Rapids was shown. Luncheon at the Narragansett Hotel was served by the distributing organization.

DOMESTIC UTILITIES, INC., GRANTED STATE CHARTER

BALTIMORE—Domestic Utilities, Inc., Garrison Blvd. and Western Maryland Railway, has been granted a charter under the laws of Maryland.

The corporation is capitalized at \$50,000, consisting of 5,000 shares of stock, having a par value of \$10 each. The organizers are Clifford E. Loman, James K. Cullen and John J. Rows. The concern, which succeeded the Maryland Refrigeration Corp., manufactures refrigeration coils, milk cooling cabinets and other refrigerator products for commercial purposes. Mr. Loman is president and general manager.

Operation has been started in the new plant, a one-story brick structure occupying the site of the old plant, which was destroyed by fire a few months ago.

O'BRIEN NAMED KELVINATOR DEALER IN CONNECTICUT

MERIDEN, Conn.—A. L. O'Brien, proprietor of the West End Service Station, 231 W. Main St., has been named Kelvinator dealer for Meriden and surrounding territory by the Kelvinator-Rackcliffe Co., of New Britain and Hartford, state distributor.

Mr. O'Brien's territory will include Wallingford, Plattsville, Marion, Milldale, Cheshire and North Haven, one of the largest areas in the state covered by a single dealer.

ALLISON MAKES TWO TALKS ON ROAD TRIP

NEW YORK CITY—Dr. G. W. Allison, field manager of the Electric Refrigeration Bureau, spoke at Columbus, Ohio, and Albany, N. Y., March 25 and 28, according to his scheduled itinerary. The week of April 4 will be spent in Iowa, Kansas, Missouri, and Nebraska, with Regional Director C. F. Farley.

BUYER'S GUIDE

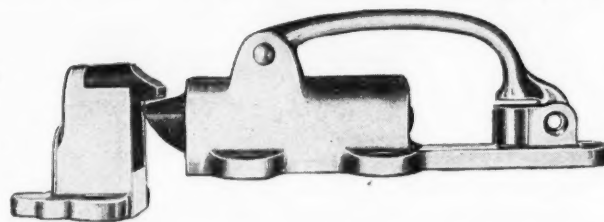
Manufacturers Specializing in Service
to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space. Payment is required monthly in advance to obtain this special low rate. Minimum Contract for this column—13 insertions in consecutive issues. All advertisements set in uniform style of type with standard border. Halftone engravings of 100-line screen, either outline or square finish. No reverse cuts or heavy black effects. No charge for composition.

KASON K-54A REFRIGERATOR LATCH

Pat. Des.
No. 81737
Other Patents
Pending

1932
MODEL



Send for
Samples
on
Approval

Kason Hardware Corp., 61-67 Navy St., Brooklyn, N. Y.

EASY-WAY CARRIERS

Automatic Lift

Will handle any size refrigerator—saves labor—saves time—saves damaged cabinets and customers' premises. Order now for delivery later—don't wait till the season is on. By ordering now we will ship the date you specify. Sold on MONEY BACK GUARANTEE. Return in ten days if not as represented.

Price only \$26.50

Also Factory Representatives for SLUSSER (patented) COIN METERS. 25¢ 24-hour meter with Westinghouse guaranteed motor for refrigerator sales.

\$13.50

R. & R. Appliance Co., Inc., 315 N. Main St., Findlay, O.

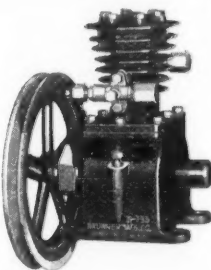
FLINTLOCK CONDENSERS

FOR EXTRA CAPACITY
WITH GREATER EFFICIENCY

Used as standard equipment by
over 65% of the leading electric
refrigerator manufacturers.

FLINTLOCK CORPORATION
4161 WEST JEFFERSON
DETROIT, MICHIGAN

They Build Good Will



Because they are better built themselves, Brunner Units will build good will for your products through their superior, quieter, longer lasting service. Get the complete Brunner story at once. Brunner Manufacturing Co., Utica, N. Y.

HIGH SIDES and COMPRESSORS by BRUNNER

The Lowest Priced Refrigerator Trucks on the Market!

FINDLAY REFRIGERATOR TRUCKS

The only practical trucks at this unheard of price level. Save one man on deliveries. Make heavy lifting easy—quick. Eliminate damage to cabinets—floors—walls. Fit all cabinets with legs. All-steel frame. 4" rubber tired wheels. Only pads touch cabinet. Sturdy construction. Satisfaction guaranteed. Complete set \$18

The equal of refrigerator moving equipment that costs \$10.00 more.

Manufacturers of Trucks for 32 Years

Self-Lifting Piano Truck Co. - Findlay, Ohio

SHOW YOUR REFRIGERATORS "IN ACTION" USE OUR FOOD REPRODUCTIONS

Demonstrate Capacity. Attract Attention

Introductory Set. Specially Priced

\$10.00 Net

Send for Catalogue

Reproductions Company, 210 South St., Boston, Mass.

FROSKIST WATER COOLERS

Pressure Type

Direct Expansion

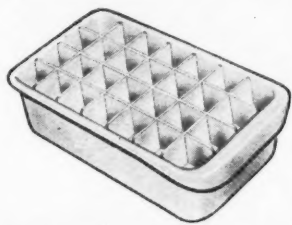
Sizes 5 Gal. to 100 Gal.

For use with F12, Sulphur Dioxide, Methyl Chloride, and Ammonia

H. C. PARKER, LTD.

2600 Santa Fe Ave. (Factory), Los Angeles, California
510 Larkin Street, San Francisco, California
392 Clifton Ave., Newark, New Jersey

A New Dessert-Cube Tray for Your New Models



This Hoosier Dessert Tray can be furnished with grids and separators to form either a 42 or 56 cube double depth cube tray. 5 11/16" wide by 10 1/4" long by 3 3/4" deep—either integral or chrome handle. Write for details and prices on this and other Hoosier Parts.

HOOSIER PARTS

HOOSIER LAMP & STAMPING CORP., EVANSVILLE, IND.

HANDI-WAY CARRIERS

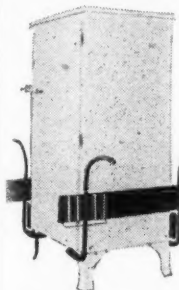
ONLY \$8.50 BUYS

This Simple, Yet Efficient Carrier Which Pays for Itself in One Delivery

The Handi-Way Carrier makes delivery and handling of Refrigerators easy, safe and dependable. Quickly adjustable to 5 sizes. Made strong and padded with heavy material to prevent marring. The Handi-Way Carrier is used by many leading refrigerator dealers, and is the most practical, and lowest priced carrier on the market.

Priced \$8.50 f. o. b. Cars

Gustafson Electric Co., Slayton, Minn.



Patent Applied for



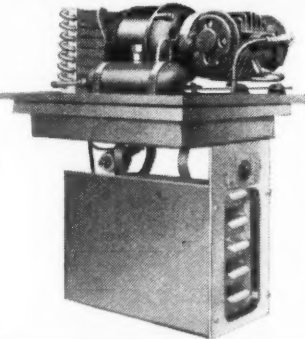
Electrical Refrigeration Parts and Supplies

We Carry in Stock:

COMPRESSORS—EVAPORATORS—THERMOSTATS—VALVES AND FITTINGS—THERMOSTATIC AND AUTOMATIC EXPANSION VALVES—COPPER TUBING—CONTROLS—AND MANY OTHER PARTS

Melchior, Armstrong, Dessau Co.

116 Broad Street, Telephone Bowling Green 9-8870, New York, N.Y.



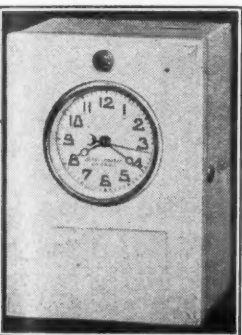
SURE COLD

New Top Drop-In Unit

Only three moving parts. Double shaft seal; rings on pistons; Reed valves; 1/5 h.p. motor; finger tip control; 3 to 7 ice trays.

Designed to give long-time, trouble-free refrigeration. Here's what quantity buyers wishing a good product have been wanting.

The Warner Steel Products Co.
Ottawa, Kans., U.S.A.



Sell your line of refrigerators the LEKTROMETER Way

On the 25c a day plan, do away with price cutting, equipped with a Self Starting New Haven Westinghouse Electric Clock and exclusive features to be found only in the LEKTROMETER such as tell-tale jewel and defrosting switch.

Write for Our Sales Volume Builder

SHAY-WEST AND ASSOCIATES

616 S. Michigan Ave., Chicago

Fruit & Vegetable Baskets

Mechanical Springs

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We give prompt service and excellent workmanship. Send us your inquiries.

L. A. YOUNG SPRING & WIRE CORP.

9200 Russell St.

Detroit, Mich.

This Buyer's Guide Column offers you

an effective low cost method of reaching buyers in the Refrigeration Industry

{ See top of column }
{ for Special Low Rate }

FRIGIDAIRE CONTINUES SERIES OF MEETINGS

(Concluded from Page 1, Column 1)

ed J. J. Nance, manager of the sales planning division, Frigidaire Corp.; George F. Taubeneck, editor, ELECTRIC REFRIGERATION NEWS; H. D. Wehrly, manager of the north central region; Strickland Gillilan, author and speaker, Washington, D. C.

C. W. Yewell, manager of General Motors Acceptance Corp.; and W. T. Anderson, of Consumers Power Corp.

Also at the speakers' table were W. I. Buchanan, sales manager of Frigidaire Sales Corp., Detroit; M. L. Prentiss, treasurer of General Motors Corp.; H. J. Walker, Jr., who served as toastmaster; H. L. Christenson, of General Motors Management Service.

F. M. Cockrell, publisher of ELECTRIC REFRIGERATION NEWS; R. M. Long, head of General Motors Insurance Division; J. B. Walsh, of the same division; R. W. Pocock, public utilities division, Frigidaire Corp.; C. J. Allen, in charge of sales education, Frigidaire Corp.; and R. B. Ambrose, retail commercial division.

Mr. Ambrose is the author of the playlet, "The Murder of the Frigidaire Order" which was presented here by a flying squadron composed of Mr. Nance; W. W. Hall, commercial division; Mr. Allen; Sam Harry, sales training division; Mr. Pocock; Joseph Nahstoll, stage manager of convention productions.

New low prices, the new air conditioning equipment, and the three-year guarantee on commercial equipment were three of the featured announcements of the rally.

A newspaper called the "Detroit Frigidaire News" was issued to summarize the events of the meeting. A message from E. G. Biechler on the 1932 general program, including new price levels, was incorporated into this paper.

Chicago

CHICAGO—Frigidaire's 1932 merchandising program in the Chicago metropolitan district was launched here at a meeting of more than 1,000 members of the sales and service forces of Stover Co., distributor for northern Illinois and Indiana.

The meeting was held at the Knickerbocker hotel on the near north side where Lowell McCutcheon's convention party illustrated by sound motion pictures and stage playlets the 1932 platform of Frigidaire's sales department.

H. W. Newell, vice president in charge of sales, whose new program was presented to each of the spring rallies through the medium of a sound motion picture, pulled the Chicago field organization to its feet when, at the close of the picture, he stepped in front of the screen and delivered a personal message of inspiration and cooperation.

Mr. Newell also spoke at the banquet in the evening and urged the Chicago organization on to greater achievements this year than last.

E. E. Levy, president, Stover Co., was enthusiastic over the turnout of dealers and salesmen for the meeting. Early indications were that around 600 would be present for the sales sessions and the banquet. Between 1,000 and 1,100 were seated when it started.

In reference to the 1932 sales plans of Frigidaire and the field policies announced by Mr. Newell, Mr. Levy said in an address at the banquet:

"At no time has the Stover organization been more enthusiastic over the prospects for spring and summer selling. The price reductions on all Frigidaire and Frigidaire-Moraine models have spurred salesmen and dealers to greater effort, and have given them the additional incentive needed to help the electric refrigeration industry move forward."

H. A. Malcom, general manager of the Stover organization, was toastmaster and chairman of the convention. Mr. Malcom, in a stirring talk to his dealers, supervisors and selling men, expressed confidence that the volume of business will be increased this year.

The interest in Frigidaire's new air conditioning equipment was marked by the presence at the afternoon session, when the units were introduced by Frank C. Lyons of the air conditioning division, of a number of trade journal editors, public utility management executives and merchandising chiefs.

An air conditioning school, conducted by J. C. Chambers, head of Frigidaire's newly formed division, and Cary Gamble, air conditioning engineer, was held the next day for the instruction of nearly 100 men in the district who will give whole or part time to its promotion this year.

Milwaukee

MILWAUKEE—Despite a raging blizzard that blocked railroads, built huge drifts on highways and in other ways impeded traffic throughout Wisconsin and the upper peninsula of Michigan, 400 members of the Frigidaire sales or-

Elected



FRANK W. COLLINS
Recently elected president of C.I.T. subsidiaries in Middle West.

ganization, working under the Lindsay Automatic Refrigeration Co., Milwaukee, attended the spring rally last week in the Schroeder Hotel here.

The meeting, according to H. F. Lindsay, president of the distributing organization, reflected the optimism held in Wisconsin and upper Michigan for the remaining months of 1932.

With the natural ice harvest throughout Wisconsin off approximately 50 per cent, and of porous texture, electric refrigeration has an opportunity to make giant strides this year, it was pointed out.

Mr. Lindsay pointed out to the members of his organization that because of the diversified agricultural activity and the varied manufacturing industries in Milwaukee and Wisconsin conditions are more favorable than in other sections of the nation.

Even in the upper peninsula, it was brought out, where the copper and iron ore mines have been inactive for almost two years and lumbering has been at almost a standstill, automatic refrigerators are being sold by the Frigidaire dealers.

The sales convention here was covered by the factory crew, headed by Lowell McCutcheon.

One of the sidelights was the request from a large Milwaukee real estate owner who had seen pictures of the Frigidaire air conditioning units to be permitted to sit in on the air conditioning part of the program in order to convince himself he should consider this type of equipment for some of his more valuable properties.

AUTO FIRM TO DISTRIBUTE MAYFLOWER LINE

DES MOINES, Iowa—The Iowa Auto Market, 1313 Locust St., has been named a distributor in Iowa for the Mayflower line of electric refrigeration, according to an announcement made by the firm.

THE CONDENSER

PAYMENT IN ADVANCE is required for advertising in this column. The following rates apply:

POSITIONS WANTED—Fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. ALL OTHER CLASSIFICATIONS—Fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

POSITIONS WANTED

AVAILABLE—Practical master mechanic who is used to refrigeration tool-ups. Has successfully carried through large scale tool-ups on both refrigeration units and boxes for nationally known organization. Has been with present organization four years. Also has had a wide experience in the building and maintaining of dies for large metal stampings. Box 430.

REFRIGERATION MERCHANDISING EXECUTIVE, connected with industry seven years. Specialist department store, dealer and direct merchandising desires connection substantial company as sales manager, district or branch manager. Unusually high past performance, record as producer and excellent character record. Remuneration secondary to stability of connection. Box 432.

SERVICE MANAGER—PRACTICAL—desires new connection with distributor of commercial and domestic electric refrigerator. Can assume full charge of installation, service and shop and produce results. Eight years diversified experience with all kinds of field problems coupled with first class references, are main qualifications. Box 435.

AVAILABLE—Executive Engineer—15 years' continuous electric refrigeration experience in design, laboratory and manufacturing of household and commercial units. Capable of creating improved refrigeration equipment and automatic controlling devices. Familiar with all service and installation problems. College graduate. References. Box 424.

EQUIPMENT FOR SALE

COMPRESSORS—Single cylinder. Bore 1 1/4, stroke 1 1/4. Sulphur or Methyl, 1/8-hp., 350; 1/4-hp., 550 r.p.m. for cabinets 4 to 8 cu. ft. Cooke Seal. Completely machined with jigs and gauges making all parts interchangeable. Quantity price \$10.00 less valves. Send for sample this price. Southern California Engineering Co., 734 E. 12th St., Los Angeles, Calif.

COPELAND COMMERCIALS USED IN ICE CREAM SHOPS

CHICAGO—Copeland commercial units have been installed in more than a dozen of the ice cream shops which have sprung into existence during the last year, according to Carl E. Johnson of the ice cream division of the Chicago Copeland branch.

These shops employ counter-freezers and hardening cabinets in the store operations.

Ice cream is frozen and packaged before the customer's eyes, the novelty of the process and the high measure "eye-appeal" gained is said to account for the current popularity of these stores.

SUBSCRIPTION ORDER

Business News Publishing Co.,
550 Maccabees Bldg.,
Detroit, Mich.

.....1932

Sirs:

Please enter order for subscriptions as follows:

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☐ REFRIGERATED FOOD NEWS only ☐ 1 year ☐ 2 years.
☐ ELECTRIC REFRIGERATION NEWS and REFRIGERATED FOOD NEWS.
Combination rate for both papers ☐ 1 year ☐ 2 years.
☐ 1932 REFRIGERATION DIRECTORY, \$2.00 per copy.

SUBSCRIPTION RATES (Effective Jan. 1, 1932)	Electric Refrigeration News		Refrigerated Food News		BOTH PAPERS	
	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.	1 Yr.	2 Yrs.
In United States and Possessions and all countries in Pan-American Postal Union	\$3.00	\$5.00	\$1.00	\$1.50	\$3.50	\$6.00
In Canada (where new tariff of 5 cents per copy applies). Payment in U. S. money.	\$6.00		\$2.00		\$7.00	
All other countries	\$4.00	\$7.00	\$1.50	\$2.50	\$5.00	\$9.00

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